


THE CITY OF

West Hollywood

GENERAL PLAN



Digitized by the Internet Archive
in 2025 with funding from
State of California and California State Library

<https://archive.org/details/C124908832>

*CITY OF WEST HOLLYWOOD
GENERAL PLAN*

ADOPTED
20 JUNE 1988
RESOLUTION NUMBER 452

INSTITUTE OF GOVERNMENTAL
STUDIES LIBRARY

APR 29 1993

UNIVERSITY OF CALIFORNIA

Prepared By:

ENVICOM CORPORATION in association with
Economics Research Associates • Greer and Company • The Planning Group, Inc.
Gulliver Associates • The Irvin Hampton Company • Handelman Associates, Inc.

CITY OF WEST HOLLYWOOD

CITY COUNCIL

Abbe Land, Mayor Pro Tempore
Helen Albert, Mayor
John Heilman, Council Member
Paul Koretz, Council Member
Stephen Schulte, Council Member

FORMER COUNCIL MEMBER (DURING PLAN DELIBERATIONS)

Alan Viterbi

PLANNING COMMISSION

Jeff Richmond, Chairperson
Lisa Marie Krause
Mark E. Lehman
Dale Liebowitz Neglia
Bernard "Bud" Siegel
Gene R. Smith
Stephen Smith

FORMER PLANNING COMMISSIONER (DURING PLAN DELIBERATIONS)

Peter Weinberger

GENERAL PLAN ADVISORY COMMITTEE

Teresa Garay, Co-Chairperson
Mark E. Lehman, Co-Chairperson
Robert John Pierson, Secretary
Stephen G. Baker
Walter Batt
Christopher V. Bonbright
Allen Chivens
Laura K. Christa
David Etezadi
Joseph G. Gannon
Don Genhart
Nancy M. Haag

Jane F. Howard
Goldie Kahn
Ronald S. Kates
Rae Mitchell
Patricia Moschetta
Stephen G. Nahmias
Walter Schlosser
Ethel A. Shapiro
David Vernon Snyder
Ron Stone
Joseph A. Thompson

Former Members

Lisa J. Berke
Edgardo Contini
Edmond H. Ezra
Karen O'Camb
Phillip Roger Slagle, Jr.

Dr. Sam Smith
Jim Sode
Tim Taylor
Nancy K. Taylor

CONSULTANT TEAM

ENVICOM CORPORATION

Elwood C. Tescher, AICP

John W. Read

Karen Caplinger

Rosemarie Mamaghani

Glenn D. Perica

Eric R. Sakowicz

Thomas Worthington

F. Sandy Throop

Mary R. Predmore

Evelyn S. Kelsey

Carol Foley

Jack Blok

Alain Bally

Gary Hamm

Joseph G. Johns

Project Manager and Principal Urban
Planner-Designer

Urban Planner

Urban Planner

Urban Planner

Urban Planner

Environmental Scientist

Environmental Scientist

Environmental Scientist

Word Processing Coordinator

Word Processor

Word Processor

Graphic Artist

Graphic Artist

Graphic Artist

President

ECONOMICS RESEARCH ASSOCIATES

David A. Wilcox, AICP

Sid White

William Anderson

Ellen Smith

Principal Economist

Senior Economist

Economist

Economist

GREER AND COMPANY

Larry E. Greer, PE

Maurice Mitchell

Principal Transportation Planner

Transportation Engineer

THE PLANNING GROUP, INC.

J. Eugene Grigsby

Roya Etesami

Terry A. Hayes, AICP

David Ryan

Karita Zimmerman

Principal Housing and Human Services
Planner

Housing and Human Services Planner

Housing Planner

Planner

Planner

GULLIVER ASSOCIATES

Rachel M. Gulliver

Dr. Orrin Sage

Principal Geologist

Geologist

THE IRVIN-HAMPTON COMPANY

Larry D. Irvin
Craig Hume

Community Participation Consultant
Community Participation Consultant

HANDELMAN ASSOCIATES, INC.

Ira D. Handelman

Community Participation Consultant

TABLE OF CONTENTS

<u>Section</u>	<u>Page</u>
INTRODUCTION	1
CHAPTER ONE: COMMUNITY DEVELOPMENT	
1.0 Land Use and Urban Design	10
2.0 Public Open Space Urban Design	116
3.0 Housing	133
4.0 Economic Development Strategy	162
CHAPTER TWO: INFRASTRUCTURE AND COMMUNITY SERVICES	
5.0 Circulation	183
6.0 Utilities	201
7.0 Education and Cultural	215
8.0 Public Safety (Police and Fire)	228
9.0 Parks and Recreation	236
10.0 Human Services	248
CHAPTER THREE: ENVIRONMENTAL RESOURCES	
11.0 Vegetation and Wildlife	259
12.0 Air Quality	264
13.0 Energy and Water Conservation	272
CHAPTER FOUR: HAZARDS	
14.0 Seismic	278
15.0 Flooding	301
16.0 Natural Gas	307
17.0 Noise	316

LIST OF FIGURES

<u>Figure</u>	<u>Page</u>
1. Existing Land Use	11
2. Community Design Structure	13
3. Land Use Plan	35
4. Typical Characteristics of Pedestrian-Oriented Streets	91
5. Composite Seismic Hazards	281
6. Flood Insurance Rates Map	304
7. Location and Geologic Structure of Subsurface Oil Structures	308
8. Potential Risk Zone for Methane Gas as Identified for Adjacent Jurisdiction	311
9. Land Use Compatibility for Community Noise Environments	318
10. Existing Peak Hour Noise Levels	321

LIST OF TABLES

<u>Table</u>	<u>Page</u>
1. Violations of State Standards - Annual Maximum Hourly Averages	266
2. Violations of Federal Air Quality Standards	266
3. Ozone Episode Levels	266
4. Potential Ground Motion from Significant Faults in Region	280

INTRODUCTION



ROLE AND PURPOSE OF THE GENERAL PLAN

The General Plan is the foundational policy document of the City of West Hollywood. It defines the framework by which the City's physical, economic, and human resources are to be managed and utilized over time. Decisions by the City in regard to the use of its land, design and character of buildings and open spaces, conservation of existing and provision of new housing, provision of supporting infrastructure and public and human services, protection of environmental resources, protection of residents from natural and man-caused hazards, and allocation of fiscal resources are guided by the Plan. The General Plan acts to clarify and articulate the City's intentions with respect to the rights and expectations of the general public, property owners, and prospective investors and business interests. Through the Plan, the City can inform these groups of its goals, policies, and development standards, thereby communicating what is expected of the private sector to meet its objectives.

STATE REQUIREMENTS

California State law (Government Code Section 65300) requires that each city prepare and adopt a comprehensive, long-term general plan for its development. It must contain seven elements including land use, circulation, housing, conservation, open space, noise, and safety. In addition, it permits the inclusion of other elements which address specific needs and objectives of the city.

The content of each element is prescribed by the State of California General Plan Guidelines, published by the Office of Planning and Research (OPR). Specific requirements for the Housing Element are defined by the State Department of Housing and Community Development (HCD), Title 25, and the Noise Element are defined by the Office of Noise Control, California Department of Health. The contents of optional elements are to be determined by a city based on its needs and objectives.

California State law requires that the day-to-day decisions of a city should follow logically from and be consistent with the General Plan. Government Code Sections 65860, 66473.5, and 656474 require that zoning ordinances and subdivision and parcel map approvals be consistent with the General Plan.

ORGANIZATION AND CONTENT OF THE GENERAL PLAN

The City of West Hollywood General Plan contains each of the seven elements required by State law. Three "permissive" elements have been prepared to reflect specific issues and objectives of the City: Human Services, Parks and Recreation, and Community/Urban Design. Seismic Safety, formerly a separate State-mandated element, has been included with Safety.

Additionally, the Plan contains an economic development strategy, intended to provide guidance for the economic achievement of the land use policies.

As defined by the State General Plan Guidelines, the mandated and permissive elements often overlap in subject matter and policy. To avoid potential redundancy and confusion, and provide a cohesive and consistent approach to issues, the City of West Hollywood General Plan has been organized by resource topic rather than each of the mandated and optional elements.

<u>West Hollywood General Plan Topics/Elements</u>	<u>State-Mandated and Optional Elements</u>
Chapter One: Community Development	
1.0 Land Use and Urban Design	Land Use Community/Urban Design Open Space
2.0 Public Open Space Urban Design	Community/Urban Design
3.0 Housing	Housing
4.0 Economic Development Strategy	Economic Development Strategy
Chapter Two: Infrastructure and Community Services	
5.0 Circulation	Circulation
6.0 Utilities	Circulation
7.0 Education and Cultural	Land Use
8.0 Public Safety	Land Use
9.0 Parks and Recreation	Safety Parks and Recreation Open Space
10.0 Human Services	Human Services
Chapter Three: Environmental Resources	
11.0 Vegetation and Wildlife	Conservation
12.0 Air Quality	Conservation
13.0 Energy and Water Conservation	Conservation
Chapter Four: Hazards	
14.0 Seismic	Safety
15.0 Flooding	Safety Open Space
16.0 Natural Gas	Safety
17.0 Noise	Noise

For each topic/element listed above, this document presents an overview of pertinent conditions as they existed in 1986 (on compilation of the Plan's data base) and the complete goals, objectives, policies, and programs. Detailed discussion of the existing conditions of the city are presented in the Technical Background Report, "Issues 1986", and Environmental Impact Report, which are incorporated into this Plan by reference.

The following indicates the definitions of goals, objectives, policies, and programs contained in this Plan.

Goals

The ultimate purpose of an effort stated in a way that is general in nature and immeasurable.

Objectives

A measurable goal.

Policies

A specific statement guiding action and implying clear commitment.

Implementation Programs

Actions, procedures, or techniques that carry out the general plan policy through implementing a standard (a specific, often quantified guideline defining the relationship between two or more variables).

RELATIONSHIP AMONG GENERAL PLAN ELEMENTS

As a comprehensive strategy for the management of a city's diverse physical, economic, and social resources, there is a high level of interrelationship among the topics and elements of the General Plan. The Land Use and Urban Design Element provides for the types, density/intensity, design, and distribution of development. The Public Open Space Urban Design Element provides for the type and design of open spaces which are the linkages between private and public buildings. The Housing Element provides for the manner in which existing housing will be conserved and new housing will be produced, in context of the areas permitted for development by the Land Use Element. The Economic Development Strategy provides for the manner in which the uses accommodated by the Land Use Element will be attracted to the City and maintained at a high level of productivity over time. The Circulation and Utilities Elements identifies the types of and specifies the means by which public infrastructure will be provided to support the uses accommodated by the Land Use Element. The Education and Cultural, Public Safety (Police and Fire), and Recreation, and Human Services Elements define the range of services needed to support the city's residents, businesses, and visitors. The Environmental Resources Element (Vegetation and Wildlife, Air Quality, and Energy and Water Conservation) define policy for the protection of significant resources in context of new land use development. The Hazards Element (Seismic, Flooding, Natural Gas, and Noise) provides for the protection of humans and uses from the adverse effects of natural and man-caused hazards.

MONITORING AND UPDATE OF THE GENERAL PLAN

The State recommends that the short-term portions of the General Plan be reviewed annually and revised as necessary to reflect the availability of new implementation tools, changes in funding sources, and the results of monitoring the effectiveness of past decisions. The City's Planning Commission is required to report annually to the City Council on the status of the Plan and progress made in its implementation. The Housing Element must be reviewed and updated at least every five years. The State also recommends that the entire plan be thoroughly reviewed at least every five years and revised as necessary to reflect new conditions, local attitudes, and political realities. State law also permits required elements to be amended a maximum of four times per year.

RELATIONSHIP TO OTHER DOCUMENTS

In the preparation of the General Plan, five research and analyses documents were prepared:

- A. City of West Hollywood General Plan Technical Background Report: Existing Conditions 1986, 27 October 1986, Envicom Corporation, et al. Presents a detailed description of the existing conditions of the City's physical, economic, and social resources.
- B. City of West Hollywood General Plan Issues/1986, Working Paper, May 1986, Envicom Corporation, et al. Identifies the significant issues (opportunities and constraints) associated with each plan topic/element, as identified through consultant research and community workshops.
- C. Human Services Household Survey Results, March 1987, The Planning Group, Incorporated. Presents the results of a comprehensive survey administered to 489 households.
- D. Human Services Special Users Survey Results, March 1987, The Planning Group, Incorporated. Presents the results of surveys administered to the following groups: gay males, lesbians, disabled, homeless, persons with AIDS/ARC, youth, immigrants, and households with small children.
- E. Draft Community Development Strategy for the City of West Hollywood, California, Economics Research Associates, June 24, 1987. Defines a strategy for attraction and maintenance of business activity in the city. Its policies and programs are contained in Section 4.0 of this Plan.

In addition, a separate Environmental Impact Report (EIR) has been prepared for the Plan in accordance with the substantive requirements of the California Environmental Quality Act (CEQA).

Each of these documents is incorporated into and made a part of this Plan by reference. Copies are available for review at the City of West Hollywood, City Hall, 8611 Santa Monica Boulevard, West Hollywood, California.

COMMUNITY PARTICIPATION IN THE PLAN'S PREPARATION

The preparation of the City of West Hollywood General Plan involved one of the most extensive programs of community involvement to be conducted in the State of California.

Components of this process included:

General Plan Advisory Committee (GPAC)

A committee of thirty-one residents and business persons was appointed by the City Council to provide advice to the consultant and City regarding the content of the General Plan¹. They assisted by reviewing consultant work products and identifying planning issues and preferred policy; as well as providing liaison with other community organizations and individuals. Twenty-nine meetings were conducted during the Draft Plan's preparation and review and formalized comments on the Draft were submitted to the Planning Commission and City Council.

1. A list of GPAC members is included at the front of this Plan.

City-wide Workshops

On initiation of the planning program, a general city-wide workshop was conducted, at which residents and business persons were requested to express their perceptions of community assets, problems, and land use objectives on large-scale base maps. This session was broadcast by the local cable television outlet. A second city-wide workshop was conducted to review the Draft Plan prior to Planning Commission and City Council hearings.

Neighborhood Workshops

The city was divided into eight neighborhoods in which meetings were conducted to provide the opportunity for residents and business persons to express their objectives for their area. Alternative land use concepts were prepared by the consultant to reflect this input; from which “preferred” policies were subsequently selected. A second group of neighborhood workshops combining the eight neighborhoods into four, were conducted to review the Draft Plan prior to Planning Commission and City Council hearings.

Focus Group Workshops

Meetings were conducted with twelve special interest groups to identify their planning concerns and objectives. These groups represent specific social or economic groups characterized by unique needs and “visions” in the City of West Hollywood.

- Gay and Lesbian community
- Russian immigrant community
- Jewish community
- Senior citizens community
- Families
- Landlords
- Renters
- Homeowners/condominium owners
- Small business owners
- Commercial property owners
- Major industry groups
- Human services providers

Topic Workshops

Five city-wide workshops were conducted to discuss issues and alternatives associated with specific planning issues. These included:

- Economic Development
- Community/Urban Design
- Housing
- Circulation and Parking
- Human Services

In addition, the consultant and City staff have discussed planning issues and policies at meetings with local neighborhood associations and business organizations.

It is estimated that approximately 3,000 persons participated in meetings providing input to the consultant during the preparation of the Draft Plan. Many others have been informed about the Plan through City newsletters, press releases, newspaper articles, and cable television.

OVERVIEW OF THE CITY OF WEST HOLLYWOOD

The City of West Hollywood is located about eight miles northwest of the Los Angeles Civic Center. The city extends for a maximum east-west distance of about 2.9 miles and is 1.25 miles at its widest from north to south. It is surrounded on three sides by the City of Los Angeles; on the north by the Hollywood Hills; on the east by the community of Hollywood; and on the south by the Fairfax District. The City of Beverly Hills abuts the city to the west. The configuration of the city along major east-west highways effectively makes West Hollywood a conduit for travel across the Los Angeles metropolitan area.



The city is generally bounded by Doheny Drive on the west, Beverly Boulevard/Willoughby Avenue on the south, La Brea Avenue on the east, and Fountain Avenue/Sunset Boulevard on the north.



The city contains approximately 1.9 square miles. Of this, 98.7 percent is developed with urban uses, including residential, commercial commercial-manufacturing, parks, public and institutional uses, and streets and alleys. Multiple-unit apartments and condominiums dominate the residential areas of the city; most of these areas exceeding densities of 45 units per acre. Many publications state that West Hollywood is the densest city west of the Mississippi River. Commercial uses, generally, are located in narrow strips along the principal east-west streets: Santa Monica Boulevard, Sunset Boulevard, Melrose Avenue, and Beverly Boulevard. The areas are the home to a number of major industries serving the southern California region (design furnishings, entertainment, restaurants, hotels, and specialty commercial) as well as local-serving uses.

In 1980, the city contained 35,703 residents. It is a uniquely diverse population in character. Ethnically, the city is home for large numbers of persons of Russian and Jewish heritage. At the same time, the city contains a smaller percentage of Blacks and Hispanics than the County norm. The city has a substantial Gay and Lesbian population. Only 31 percent of the population are classified by the U.S. Census as "family" households. Children and adolescents are a very small percentage of the population (4.5 percent and 2.4 percent, respectively).

The area now comprising the City of West Hollywood has a long and colorful history. Once home to the Gabrielino Indians, the area roughly bordered by what is now Robertson Boulevard, Wilshire Boulevard, Gower Street, and the Cahuenga Pass, was granted to Antonio Jose Rocha by Mexico in 1828. Named Ranchio La Brea, the property was subsequently sold to Henry Hancock, whose name is now memorialized in Hancock Park.

During the last quarter of the 19th Century, long after California had changed from Mexican to U.S. hands, the agricultural economy of the "foothills" strip, including what is now West Hollywood, began to change. Los Angeles, 10 miles distant, was becoming a good market for fruits and vegetables, and the frost-free foothills, with near-surface ground water, were available at a low price compared to easterly areas. In 1874 Don Eugenio Plummer acquired a portion of what is now West Hollywood and built his home and farm. Soon there were a number of parcels subdivided and sold for farms growing peas, beans, chiles, fruits and vegetables for the Los Angeles market.

One of the early movers and shakers in Los Angeles was Moses H. Sherman, who had a grand plan to lay an electric railway connecting Los Angeles with the fine beaches of Santa Monica. His Los Angeles Pacific Railway Co. needed a place to put up car barns, metal shops, an electric generating station, offices, etc., and in 1898 this complex was erected at the western terminus of the Los Angeles line. It was at the corner of Venice and San Vicente, where it intersected with a San Vicente Boulevard spur of the Venice Boulevard line. This was dubbed Sherman Station, and the settlement of workers' houses and small neighborhood stores which developed became known as the town of "Sherman" within the unincorporated part of Los Angeles County. Sherman eventually spread north into the area now known as West Hollywood.

A few years later, when the silent movie industry was active in Hollywood and the Beverly Hills pioneers had begun to establish that suburban satellite of the movie colony, Sherman with its less expensive real estate and quick rail access to the Hill Street "subway" terminal in Los Angeles, began to grow.

In the following decades there continued to be a spill-over from Hollywood and Beverly Hills into the unincorporated County areas, which included what is now West Hollywood and areas to the south of the present borders. As the automobile began to challenge the electric railway as the normal means of travel, the "Sherman Station" concentration of homes became less significant, and roads and streets were laid in to permit extensive subdivision of residential lots and small stores. As time went on, all of the land in the region became more expansive. The West Hollywood area followed the regional trend of multi-unit structures such as duplexes, triplexes, fourplexes, "garden courts," and easily constructed one- and two-story structure of eight to twelve units.

Meanwhile, quite different things were happening to the north, on Sunset Boulevard. By 1920, there had been a spill-over of higher-priced residences westward from Hollywood along this beautiful foothill strip.

The movie world became attracted to this less-restricted unincorporated County land to the west, and "Sunset Strip" was born. In the 1920s and 1930s came nightclubs, one large and several minor movie studios, and a number of architecturally fine apartment houses and apartment hotels built to cater to those free-spending people of the movie colony.

Movie fans throughout the world heard about the Stars and their haunts on the Sunset Strip. Throughout the 1940s and '50s, the Strip continued to prosper as an attraction for locals and out-of-town tourists who patronized its restaurants, bars and clubs.

In the late '60s, the Strip transformed again during the "hippie" phenomenon. Youngsters from all over the nation flocked to West Hollywood clubs such as the Whiskey A-Go-Go and the Troubadour, venues which proved to be stepping stones to fame for many new musical groups. All of this activity led to the establishment of West Hollywood as the home of the thriving music publishing industry.

In the 1970s still another outside influence changed what by that time was no longer "Sherman," but "West Hollywood." In the early 1970s, the gay movement became more assertive of its rights, more gays felt free to come "out of the closet," and the Los Angeles City Police Department in reaction developed a high-profile homophobic stance.

As an unincorporated section of Los Angeles County, West Hollywood was beyond the LAPD's reach, so there was an influx of gays who wanted and could pay for better housing, and who were excellent customers for upgraded service and merchandise establishments. In just a few years, commercial sections were revitalized, high-rise and other attractive residential structures were built for unit rental and condo ownership, and a new vibrant tone became part of the West Hollywood community.

West Hollywood has also provided a new home for a group of refugees: Russian Jews, in a spill-over from the Fairfax area of Los Angeles. Including both elderly persons, who blend in with the area's many senior citizens, and enterprising younger families with children, their presence is noted by many merchants' signs appearing bilingually in English and Russian.

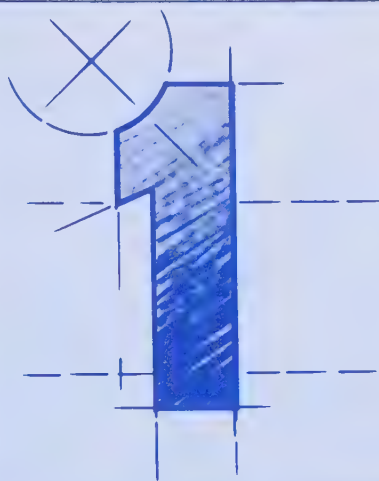
In 1983 a grass roots movement to incorporate West Hollywood into a new city took hold. In rapid succession, residents of the area mobilized to put the issue to a vote in the November 29, 1984 election, and the proposal passed with flying colors. Simultaneously, voters elected the City's first Council, singling out five candidates from a field of forty².

2. Adopted and edited from an article written by Robert Vulcan, Founder, West Hollywood Historical Society.

By incorporating, the nearly two-square mile West Hollywood area became the 84th city in Los Angeles County. As such, the City of West Hollywood is now responsible for providing a full range of community services, administering City government and managing the future development of the City.



Sherman & West Hollywood; 1922

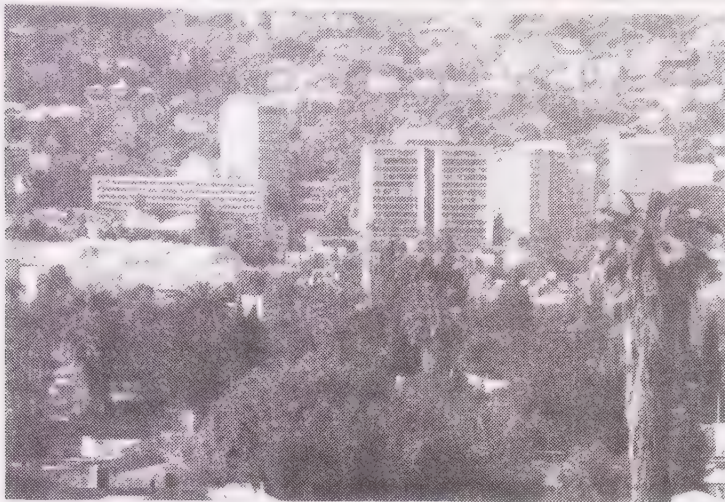


Community Development

Land Use and Urban Design 1.0



LAND USE AND URBAN DESIGN



STATUTORY REQUIREMENTS

Government Code Section 65302(a): A land use element which designates the proposed general distribution and general location and extent of the uses of the land for housing, business, industry, open space, including agriculture, natural resources, recreation, and enjoyment of scenic beauty, education, public buildings and grounds, solid and liquid waste disposal facilities, and other categories of public and private uses of land. The land use element shall include a statement of the standards of population density and building intensity recommended for the various districts and other territory covered by the plan. The land use element shall also identify areas covered by the plan which are subject to flooding and shall be reviewed annually with respect to such areas.

OVERVIEW OF EXISTING CONDITIONS AND ISSUES

A. EXISTING LAND USE

The City of West Hollywood contains approximately 1,216 acres (1.9 square miles). These are developed for a mix of residential, commercial, commercial-manufacturing, institutional, and park uses (as depicted in Figure 1). Almost the entirety of the City is currently developed. Approximately 70 percent is occupied by developed properties and 29 percent by streets, alleys, and easements. Only 1.3 percent (15.9 acres) remains undeveloped.

Residential and commercial are the predominant land uses. Approximately 70 percent of the net developed properties, excluding streets, alleys and easements, are occupied by housing. Almost two-thirds (63 percent) of these areas are developed for high density units (four or more units on a lot). Only 19.7 percent of these are developed with single-family (one unit per lot) units and 11.4 percent are developed with duplexes. The lower density units are, largely, clustered in three areas. These include neighborhoods south of Melrose Avenue (known as West Hollywood West), north of Santa Monica Boulevard between Doheny Drive and Hilddale Avenue (known as the Norma Triangle), and north of Santa Monica between Fuller Avenue, and Formosa Avenue (known as the Greenacres area). There are other smaller low-density clusters scattered throughout the city, such as the Lexington Avenue-Spaulding Avenue and Romaine Street-Harper Avenue-La Jolla Avenue areas. The highest residential densities occur, generally, north of Santa Monica Boulevard between the Norma Triangle in the west and Ogden Drive in the east and south of Santa Monica Boulevard between Sweetzer Avenue and west of Kings Road. Densities in these areas range from 42 to 50 units per acre. Other residential areas are characterized by a mix of low and high density development.

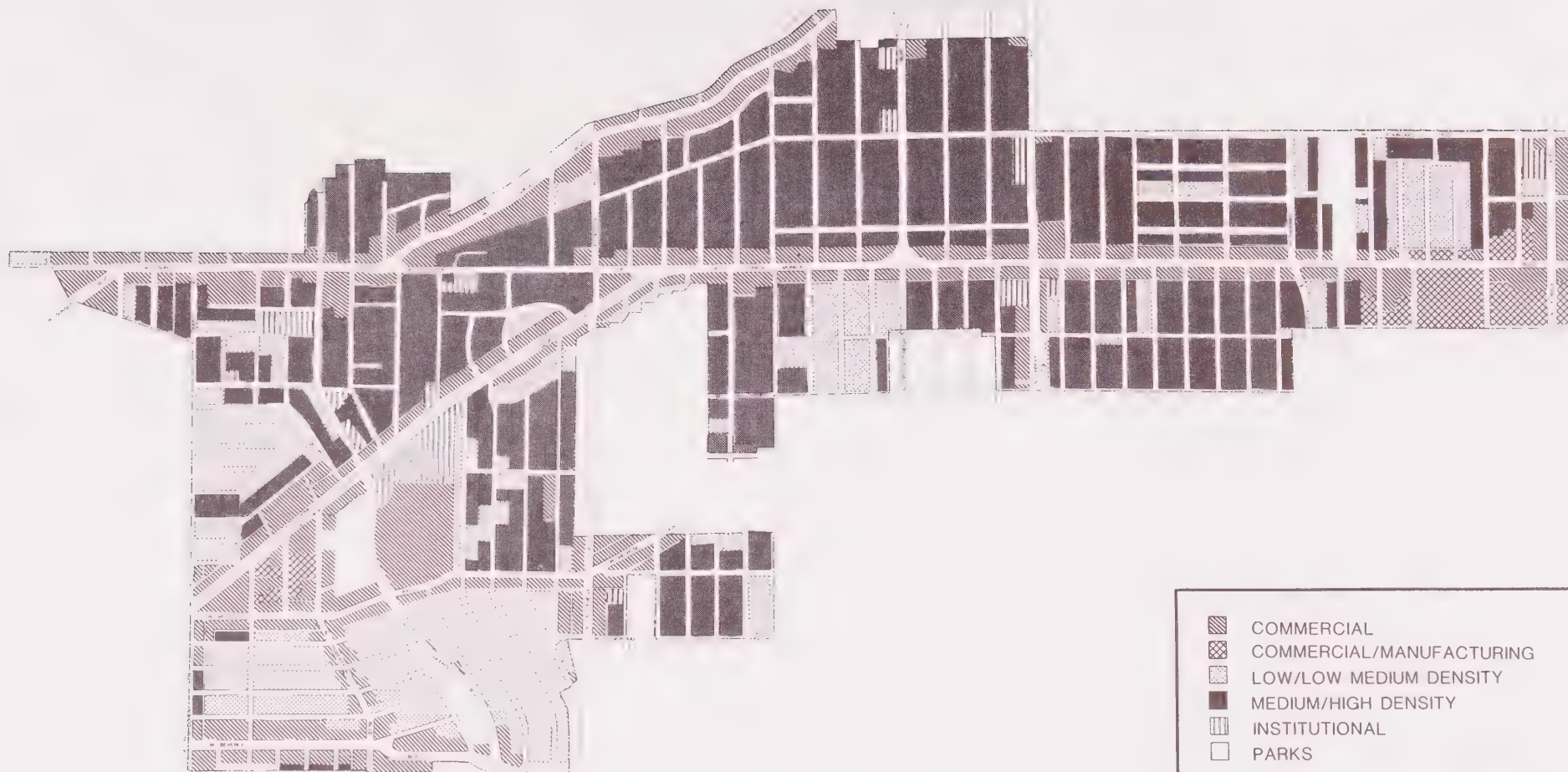


Figure
1

EXISTING LAND USE



Commercial uses occupy approximately 22 percent of the net developed properties. In excess of two-thirds of these contain specialty commercial uses, such as design furnishings, wholesale and retail sales, fashion boutiques, and art galleries, professional and financial offices, and neighborhood commercial uses, such as personal services, health clubs, and household supplies stores. A comparatively high, 12.3 percent of the commercial properties are developed for restaurants, bars, and entertainment uses. Hotels and motels occupy 7.7 percent of the commercial properties.

The commercial uses are located along the primary travel corridors bisecting the city including Sunset Boulevard, Santa Monica Boulevard, Melrose Avenue, Beverly Boulevard, Robertson Boulevard, and segments of Doheny Drive, La Cienega Boulevard, Fairfax Avenue, and La Brea Avenue. Specialty commercial uses, particularly design furnishings establishments, dominate Melrose Avenue, Beverly Boulevard, and Robertson Boulevard. Professional and financial offices occur along each of the thoroughfares, though their primary concentration is on Sunset Boulevard and secondarily along the western portions of Santa Monica and Beverly Boulevards. Neighborhood commercial uses are principally located along the length of Santa Monica Boulevard, with areas east of La Cienega Boulevard offering the most intensive concentration. Restaurants, bars, and entertainment uses are distributed throughout the commercial corridors but have their greatest frequency along Sunset Boulevard, Santa Monica Boulevard, and Melrose Avenue. Hotels and motels are primarily located along Sunset Boulevard and within high residential neighborhoods.

Only 2.6 percent of the city's net developed land is occupied by commercial manufacturing uses. The largest cluster of these uses includes the Warner Hollywood Studio located on Santa Monica Boulevard, between Poinsettia Place and Formosa Avenue, and peripheral sites. A smaller cluster occurs at the west end of the city, between Santa Monica Boulevard, Robertson Boulevard, Melrose Avenue, and Almont Drive.

Institutional uses occupy 3.3 percent of the net developed area. Of these, the largest is the Los Angeles County Sheriff's and Southern California Rapid Transit District facilities located to the southeast of the intersection of Santa Monica Boulevard and San Vicente Boulevard. Religious facilities are dispersed throughout the city. Only one public school is located in the city: West Hollywood Elementary School, bounded by San Vicente Boulevard, Harrett Street, and Hammond Street. A number of privately operated educational facilities occur at various locations in the city.

Only 16.3 acres are developed for parks. These include West Hollywood Park on San Vicente Boulevard, Plummer Park on Santa Monica Boulevard, and William S. Hart Park on Sunset Boulevard.

B. URBAN STRUCTURE AND FORM

Physically, West Hollywood is a "corridor" city, carved out of the continuous development of the metropolitan Los Angeles basin. It uses flank major east-west arterials which provide access across the metropolitan area: Sunset Boulevard, Santa Monica Boulevard, Melrose Avenue, and Beverly Boulevard. Within the corridor are a number of sub-areas which are differentiated by their common physical characteristics, functional activity, and identity. These are the city's residential neighborhoods, commercial districts, manufacturing areas, and recreational centers. They are linked by streets, pedestrian corridors, and other common open space elements.

Figure 2 illustrates the sub-areas, linkages, and other elements which give form and structure to West Hollywood's physical and visual environment. These include the following:

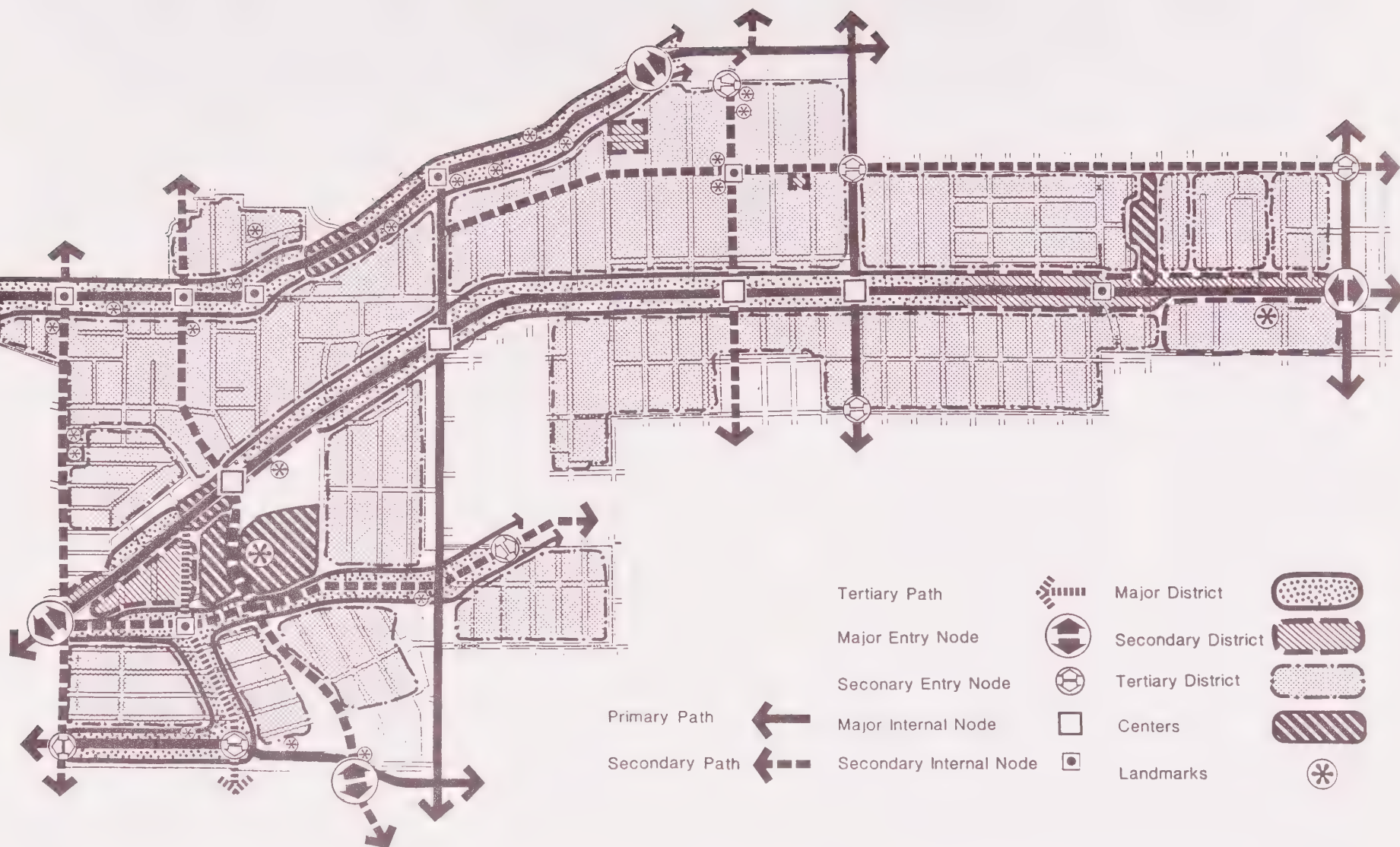


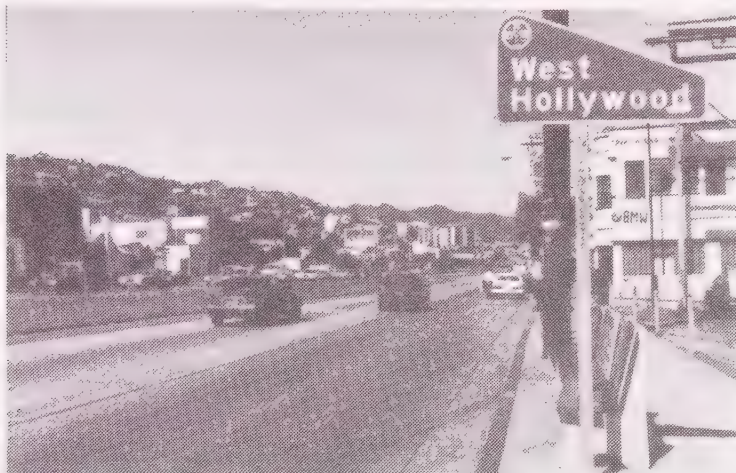
Figure
2

COMMUNITY DESIGN STRUCTURE

1. Paths

A “path” is a street which provides the means of principal vehicular and pedestrian movement in the city and interconnects land use and activity sub-areas.

Paths in the City of West Hollywood include its arterials and secondary highways.



2. Nodes

A “node” is a strategic focal point in an urban environment, such as a public square or a street intersection, that is a function of movement and activities. These are differentiated according to two types: an “entry node” defines focal points which are transitions between adjacent jurisdictions and West Hollywood and an “internal node” refers to focal points within the city. West Hollywood’s nodes and their characteristics are as follows:

a. **Entry Nodes**

(1) Major



- Distinct due to differences in development character
 - Santa Monica Boulevard and Doheny Drive
 - Sunset Boulevard at the Beverly Hills City boundary
- Indistinct due to continuity of existing uses and development pattern and absence of visual landmarks

- Santa Monica Boulevard and La Brea Avenue
- Sunset Boulevard and City of Los Angeles
- San Vicente Boulevard and Beverly Boulevard

(2) Secondary

- Somewhat distinct due to differences in development
 - Beverly Boulevard and Doheny Drive
- Indistinct
 - Beverly Boulevard and Robertson Boulevard intersection
 - Melrose Avenue and City of Los Angeles boundary (east end)
 - Fountain Avenue and Fairfax Avenue intersection
 - Crescent Heights Boulevard and Los Angeles City Boundary (south of Sunset Boulevard)
 - Willoughby Avenue and Fairfax Avenue intersection
 - Fountain Avenue and La Brea Avenue intersection

b. Internal Nodes



(1) Major

- Santa Monica Boulevard intersections with Fairfax Avenue, La Cienega Boulevard, San Vicente Boulevard, and Crescent Heights Boulevard

(2) Secondary

- Sunset Boulevard intersections with Doheny Drive, San Vicente Boulevard, Holloway Drive, and La Cienega Boulevard
- Fountain Avenue and Crescent Heights Boulevard
- Santa Monica Boulevard and Gardner Street
- Melrose Avenue intersection with Robertson Boulevard, San Vicente Boulevard, and La Cienega Boulevard
- Beverly Boulevard and Robertson Boulevard

3. Districts

A “district” is defined as a part of a larger urban area which has common distinguishing characteristics and function. It is identifiable as a place distinct from other areas of the community. Once inside a district, a user can distinguish it by physical form, function, or activity from adjacent areas.

The city’s principal districts include the following:

- Santa Monica Boulevard Corridor



From Beverly Hills in the west to Los Angeles in the east, Santa Monica Boulevard is a continuous corridor of commercial and limited manufacturing uses. Most of its length is developed with one- and two-story buildings which front directly onto the street. A small number of mid-rise structures and multiple use mini-commercial centers are scattered along its length.

Functionally it is divided into three sub-districts. The western segment, between Doheny Drive and La Cienega Boulevard, contains a significant concentration of upscale restaurants, bars, clothing stores, and health clubs. Many older buildings have been renovated and new construction has largely been low-rise. The types of uses and scale of development have established a “village-like” pedestrian ambiance in certain areas. These uses are tending to intensify, displacing older neighborhood-serving commercial uses.

The middle segment, between La Cienega Boulevard and Fairfax Avenue, is dominated by neighborhood-serving commercial uses, and a number of restaurants. The types and intensity of activity have resulted in a high level of pedestrian activity and an “urban village” ambiance.

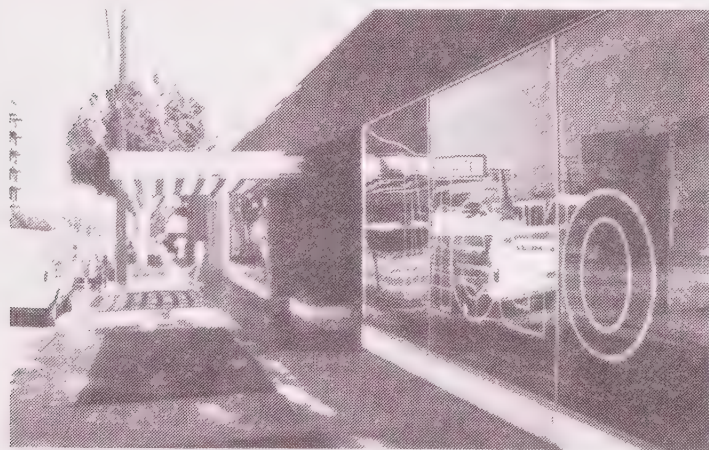
East of Fairfax Avenue, Santa Monica Boulevard contains a mix of commercial and limited manufacturing uses. The presence of many secondary uses, widely differing types of uses, unattractive and deteriorating structures, adult-oriented businesses, excessive signage, overhead utility poles, minimal landscape, and historic problems of crime and prostitution contribute a blighting and negative image to this area.

- Sunset Boulevard Corridor



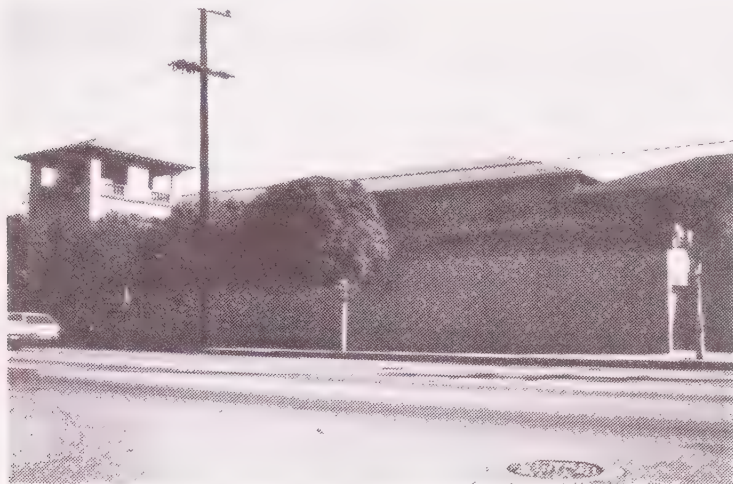
Sunset Boulevard is an internationally-known corridor, historically recognized for its entertainment uses, restaurants, and billboards. It contains a mix of low- and high-rise buildings, most of which front directly onto the street. A high level of pedestrian activity and “urban village” ambience results from the types of uses, siting of the structures on the sidewalks, and design characteristics of their street level which “invite” pedestrian observation and use. Large billboards are located on the top of buildings or lots at frequent intervals. Most are one-of-a-kind, hand-painted signs advertising various elements of the entertainment industry.

- Design Furnishings Corridors



Melrose Avenue, Beverly Boulevard, and Robertson Boulevard are dominated by design furnishings showrooms and related uses. Historically, these streets have been internationally recognized as the center of this activity in southern California. Each of these streets contains one- and two-story structures which front directly onto the sidewalk and are conducive to pedestrian activity. Melrose Avenue, east of Pacific Design Center, intermixes clothing boutiques and other “upscale” shops typical of its easterly portions in Los Angeles.

- **Movie Studio District**



Located at the east end of Santa Monica Boulevard, between Formosa Avenue and Poinsettia Place, are the Warner Hollywood studios. The scale and intensity of use establish it as a significant “anchor” of the east end. Due to security needs, the facilities are located within a walled “island” which close themselves off from Santa Monica Boulevard and adjacent properties. A number of adjacent sites are developed with movie and television-related uses. Largely, these are located in older manufacturing buildings which are unattractive and do not promote pedestrian activity along their street fronts.

- **Commercial-Manufacturing Triangle**



The area bounded by Santa Monica Boulevard, Melrose Avenue, and the east side of Robertson Boulevard is identifiable for its mix of commercial and manufacturing uses. The diversity of uses is far-ranging, including entertainment establishments, restaurants, bars, art galleries, furniture showrooms, offices, clothing stores, and manufacturers. Most structures are low rise and exhibit few pedestrian-oriented characteristics.

- **Fountain Avenue and Hayworth Avenue Neighborhood Commercial**

At the southwest corner of Hayworth Avenue and Fountain Avenue are a cluster of older buildings containing neighborhood-oriented retail and service commercial uses.

- De Longpre Avenue Apartment District

A one-block street containing mid-rise apartments which is uniquely identifiable due to its wide landscaped parkways and building setbacks.

- Residential Districts/Neighborhoods

West Hollywood contains a number of low, mixed, and high density residential neighborhoods. Some are self-contained and uniquely identifiable from surrounding areas. Others tend to sprawl and have little sense of boundary definition. These include the following:

Low Density Neighborhoods



- West Hollywood West (three single-family and duplex areas, south of Melrose, between Doheny Drive and La Cienega Boulevard)
- Norma Triangle (primarily single-family area bounded by Lloyd Place, Vista Grande Street, and Hilldale Avenue)
- Greenacre Avenue-Poinsettia Drive (single-family and duplex)
- La Jolla Avenue-Harper Avenue-Romaine Street (single-family and duplex)

Mixed Density Neighborhoods

- Sherman Area (bounded by Santa Monica Boulevard, Melrose Avenue, and La Cienega Boulevard)
- South Side (residential areas south of Santa Monica Boulevard, from Crescent Heights Boulevard to the Movie Studio District)
- East Side (residential areas north of Santa Monica Boulevard, from Ogden Drive to La Brea Avenue, excluding the Greenacre-Poinsettia area)

High Density Neighborhoods

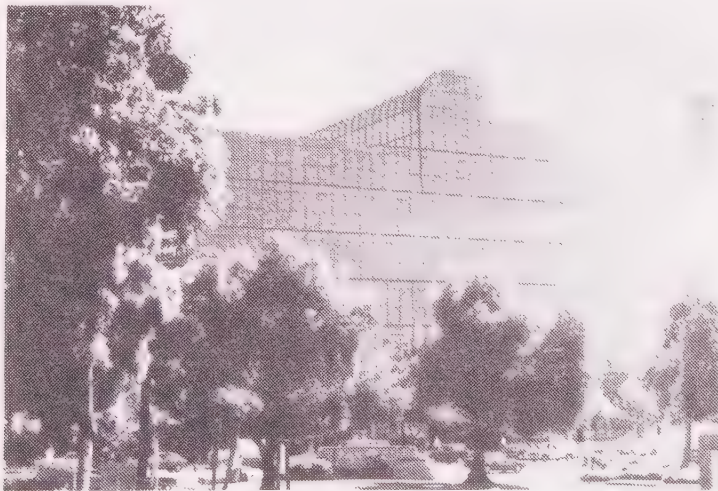


- Northwest West Hollywood (residential areas north of Santa Monica Boulevard between Beverly Hills and La Cienega Boulevard)
- Central Area (residential areas north of Santa Monica Boulevard between La Cienega Boulevard and Ogden Drive)
- Southeast Area (residential area south of Melrose Avenue and east of La Cienega Boulevard)

4. Centers

“Centers” function as concentrated or single-location districts. They are characterized by intensely used functions which are localized to a specific cluster of parcels or site, rather than spread along a corridor or broader district at multiple locations. Five distinct centers are identifiable in the City of West Hollywood. They include the following:

- Pacific Design Center



Pacific Design Center (PDC) is the principal focus of the design furnishings industry in southern California. Its size, unique architectural design and color, functional activities, and role in the industry establish PDC as a major “anchor” of the City of West Hollywood.

- Santa Monica Boulevard-San Vicente Boulevard Commercial Core



Santa Monica Boulevard near the intersection of San Vicente Boulevard contains the greatest concentration of restaurants, bars, clothing stores, financial institutions, and similar uses oriented to “upscale” users in the City of West Hollywood. It is a primary focus of daytime and nighttime activity. The area is dominated by one- and two-story buildings which front directly onto the sidewalk. Many are older buildings which have been renovated. Most incorporate extensive glass so that their activities are visible from the street, landscaped planters, and awnings to enhance pedestrian activity.

- Sunset Plaza



This cluster of restaurants, retail stores, and offices on Sunset Boulevard, between Holloway Drive and La Cienega Boulevard, is designed as an integrated complex of pedestrian-related uses. The one-story buildings are of consistent architectural styles and front and open onto the sidewalk. A number of restaurants have incorporated outdoor dining adjacent to the sidewalk. Extensive landscape has been introduced on the sidewalks and in a street median and signage is minimized and well-integrated into the design of the buildings to enhance the pedestrian environment.

- Plummer Park



Plummer Park is the principal center of recreational cultural activity for the east side of the community. Its meeting rooms, tennis and basketball courts, and open spaces are heavily used by individual residents and groups.

- West Hollywood Park



Serving the recreational and cultural needs of the west side of the City is West Hollywood Park. Also extensively used, it contains tennis courts, swimming pool, library, auditorium, and open space.

5. Landmarks

“Landmarks” in an urban environment are reference points (structure, flags, statues, vegetation, etc.) that help an individual identify an area. West Hollywood contains a significant number of structures which provide visual and functional points of reference. Among these are:

Major Landmarks

- High Rise Residential Tower (West Doheny Road)
- 9000 Sunset Building
- Tower Records, Sunset Boulevard
- Le Mondrian Hotel, Sunset Boulevard
- Le Bel Age Hotel, San Vicente Boulevard
- Sunset Tower (St. Jame’s Club), Sunset Boulevard

- Hyatt Hotel, Sunset Boulevard
- Sunset Boulevard Billboards
- Pacific Design Center, Melrose Avenue and San Vicente Boulevard
- Warner Hollywood Studios, Santa Monica Boulevard
- High Rise Commercial Structure, Santa Monica Boulevard and Olive Drive
- Design Furnishings Building (black and white stripe), Melrose Avenue and La Cienega Boulevard
- Southern California Rapid Transit District Maintenance Facilities, Santa Monica Boulevard

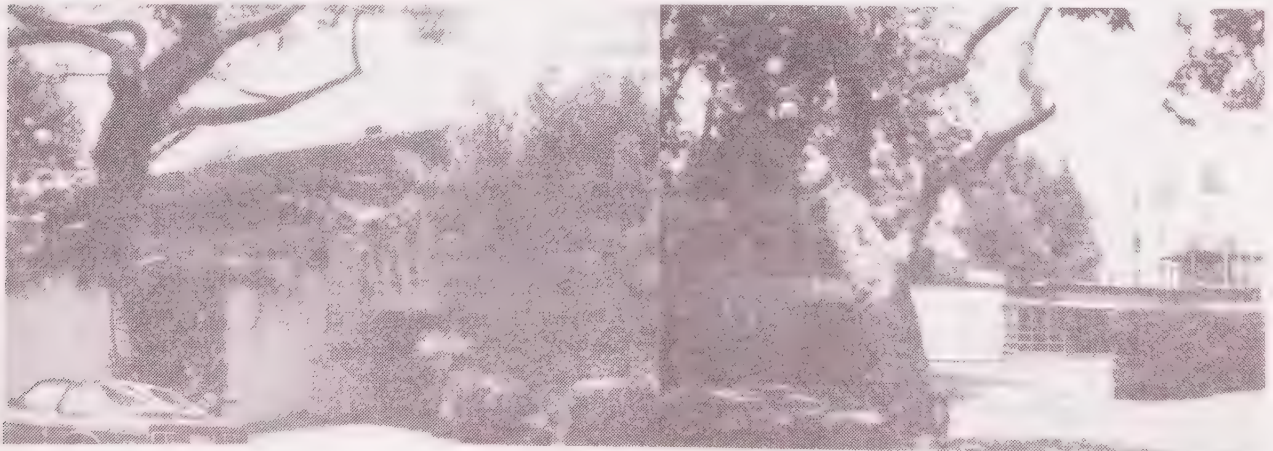


Secondary Landmarks

- Sunset Boulevard at Beverly Hills City boundary: cluster of three high rise towers
- Residential high rise structures on Doheny Drive
- High rise residential on Shoreham Drive
- Sunset Boulevard high rise offices (scattered locations)
- Crescent Heights Boulevard: Granville Hotel and two high rise apartment buildings (French Renaissance design)
- Beverly Boulevard high rise structures (scattered locations)

C. ARCHITECTURAL DESIGN

Historically, the City of West Hollywood has been the location of structures by major architects and of significant historical styles and idioms. Most of these have been residential construction. A number of major landmarks such as the Dodge House by Irving Gill, have been lost due to demolition. The most significant existing structures are the Schindler Studio House, Sunset Tower, Lloyd Wright House, and Pacific Design Center.



Additionally, the city was one of the primary centers of courtyard residential construction. Significant examples include the Patio del Moro (8225 Fountain Avenue), The Ronda (1400 Havenhurst Drive), Villa Sevilla (1338 N. Harper Avenue), and Villa d'Este (1355 Laurel Avenue).



D. SIGNIFICANT LAND USE AND URBAN DESIGN ISSUES

Significant land use and urban design issues facing the City of West Hollywood include:

1. The city is almost fully developed, with few remaining vacant parcels. Thus, new development will necessitate the adaptive reuse, replacement, and/or intensification of existing buildings.
2. Market demands for new commercial and residential development in West Hollywood are substantial. If no policy, infrastructure, or environmental constraints are imposed, there could be a considerable intensification of uses throughout the city.
3. Any new development will incrementally impact problems of traffic, noise, air pollution, scale of development, and quality of life. The extent to which these impacts are accepted will depend on the ability to reduce or mitigate them and their tradeoffs, or balance, with the potential benefits of the use to the city.
4. Regardless of the extent of new development permitted to occur in the city, there will be significant increases in traffic volumes on the city's streets and impacts on the quality of life due to new development throughout the greater Los Angeles basin. West Hollywood's east-west arterials are principal conduits between the rapidly growing west side and San Diego Freeway with Hollywood, mid-city, and downtown.
5. Most of the residential areas of the city have been converted to multi-family units, at high densities. Only a few low density areas remain. Without protection, there are substantial market demands which could result in their conversion to higher densities.
6. There are many residential areas of the city characterized by a wide mix of density and height. Community concerns have been expressed in regard to the extent that these areas should be allowed to convert to higher densities.
7. In a number of cases, the location of commercial uses on shallow parcels abutting residential has resulted in significant impacts. Several nighttime entertainment uses generate excessive noise and patrons often have to park on residential streets due to a lack of on-site parking. The noise from these establishments as well as noise and debris from patrons leaving them

late at night and in the early morning hours have been identified as nuisances by many nearby residents. Other interface problems between residential and commercial include the impacts of tall buildings shadowing adjacent housing, truck and automobile access at the rear of businesses, and criminal activity in alleys.

8. Occasionally, the adjacency or intermixing of multi- and single-family residential units has been perceived to be a problem. Concerns include the physical impacts of locating large apartments and condominiums adjacent to low-rise residents, noise, traffic, and parking.
9. In recent years, a number of areas along West Hollywood's commercial corridors have experienced the replacement of neighborhood-serving uses with "upscale/trendy" stores and restaurants. Rising commercial land values indicate that this conversion will likely continue in the future. Of concern is the potential long-term loss of the basic neighborhood-serving uses.
10. West Hollywood contains a wide diversity of commercial uses and districts. These include areas which serve the entire southern California region (design furnishings and arts-related, entertainment production, hotels, restaurants, specialty commercial, bars, etc.) and local residents (markets, cleaners, health clubs, etc.). At issue is the appropriateness of the continued attraction and intensification of these uses and the types of other commercial uses which should be encouraged to locate in West Hollywood.
11. West Hollywood is uniquely identifiable in southern California for its collection of entertainment establishments, restaurants, and hotels. These uses attract customers from a large regional market, many are internationally recognized, and they contribute significant revenue to the city. At the same time, they often impact traffic congestion, noise, and rates of crime. At issue is the means by which the present conflicts can be mitigated and appropriateness of accommodating additional such development in the future.
12. Most commercial corridors in the city are low-rise in character, containing one- and two-story buildings. An exception is Sunset Boulevard along which mid- and high-rise buildings are dispersed among the low-rise structures. Many members of the community have expressed the desire to keep the building height and buildable area low to minimize traffic and shadow impacts. Others express the desire to permit higher rise structures at selected locations, incorporating additional open space at the street elevation and vertical setbacks to avoid a continuous corridor at low bulky buildings.
13. Most commercial parcels in the city are 120 to 150 feet in depth from the street frontage. These will accommodate continued strip development and inhibit the ability to create commercial "centers" or large scale projects and provide on-site parking.
14. Many seniors and other mobility-impaired persons in West Hollywood who do not or cannot drive must often rely on others for transportation. There is a lack of neighborhood-serving stores, such as produce markets, pharmacies, and laundromats, within walking distance of the homes of many of these people.
15. Many of the commercial and manufacturing areas located along Santa Monica Boulevard east of Fairfax Avenue are physically and economically blighted. The area is characterized by its considerable mix of uses, deteriorated and unattractive store fronts and manufacturing buildings, vacant buildings, sites used for storage enclosed by cyclone fencing, excessive and garish signage, barren streetscape, and visually-apparent overhead utility poles.
16. The Santa Monica-Melrose-Robertson Triangle contains a wide mix of uses including commercial-manufacturing, entertainment, restaurants, art galleries, clothing stores,

automotive repair shops, specialty commercial, offices, and a lumberyard. Conflicts often result because of the mix of automobile and truck traffic along the narrow streets, noise, and variable visual characteristics.

17. In recent years, a number of areas of the city have experienced considerable economic and physical upgrading with the introduction of restaurants, bars, specialty clothing and goods stores, and “designer” shops. Generally, these activities have enhanced the pedestrian activity, customer sales, and physical quality of the locations in which they have occurred. At the same time, the dislocation of existing neighborhood-serving commercial establishments by these uses, higher rents, and new construction is perceived by many to be a potential problem.
18. Approximately 2.7 percent of the city’s net developed land is occupied by commercial manufacturing uses. Generally, these are small-scale facilities which are related to entertainment production and design furnishings activities. A major exception is the cement plant located on La Brea Avenue. Many of these uses are visually unattractive, incur truck and automobile conflicts, and inhibit pedestrian activity. Of concern is whether such uses should be permitted in the future.
19. Other than Plummer and West Hollywood Parks, there are no major outdoor or indoor public meeting areas in the city.
20. The City of West Hollywood is characterized by its diversity of building heights and densities. Some locations contain buildings of consistent or slight variations in height, while others exhibit abrupt changes in height and density (e.g., Pacific Design Center and Sherman Area). Two perspectives are evident regarding building height in the city. One suggests that all new construction be limited to low-rise structures while the other suggests that taller buildings be permitted to promote variability and visual interest. Visual issues associated with building heights include:
 - impacts on viewsheds of the mountains and Los Angeles basin
 - shadow and bulk effects of tall buildings
 - potential visual monotony of continuous low-rise “bulky” buildings
21. A number of small strip shopping centers are located throughout West Hollywood. These, in general, are unattractive and in competition with other shopping centers within and around West Hollywood that provide adequate parking and a wider array of shopping attractions.
22. Visually, West Hollywood is very similar to its surrounding communities. It is very difficult to determine where adjacent city boundaries meet the City of West Hollywood’s jurisdictional limits. The strongest entry to the city now occurs on Sunset Boulevard at the Beverly Hills boundary due to the cluster of high-rise buildings (differentiated from the adjacent low-rise, heavily landscaped residential). Other entry points are very weakly defined.
23. A number of historically and architecturally significant structures are located in West Hollywood. Primarily, these are residential. However, there are a small number of commercial buildings which exhibit interesting, or important architectural details. Of concern is the preservation and upgrading of these resources.
24. Many of the areas of the city are characterized by excessive, garish, and/or deteriorated signage.

-
25. The northern end of the city encompasses the lower slopes of the eastern edge of the Santa Monica Mountains. Some developments have been designed to reflect the natural slope. Others treat the slope, almost, as a flat site.

OVERVIEW OF LAND USE AND URBAN DESIGN POLICY

The Land Use and Urban Design Element establishes goals, objectives, policies, and programs for the manner in which new development will occur and existing uses will be conserved in the City of West Hollywood. These address each of the following fundamental issues:

- A. Types and mix of land uses to be permitted in the city.
- B. Organization and distribution of land uses by type, density/intensity, and character.
- C. Retention of neighborhood commercial uses.
- D. Provision of affordable housing.
- E. Character and scale and commercial districts.
- F. Pedestrian character of the city.
- G. Interface among differing land uses and densities.
- H. Maintenance of structures and improvement of deteriorated structures.
- I. Retention of historically and architecturally significant structures.
- J. Relationship of land use to public safety.
- K. Provision of land use amenity.
- L. Relationship of land use to the physical setting.
- M. Quality of development and design.

Fundamental principles of land use policy include the following:

- A. The fundamental principle guiding all land use and urban design policies is the continuation and enhancement of West Hollywood as an “urban village”, wherein residents are located in close proximity to commercial services, recreation, and transit pedestrian activity and social interactions are promoted, and the prevailing scale of development is maintained.
- B. In general, new development in the City’s commercial corridors shall be consistent in scale and character with existing uses. This will occur as infill, adaptive reuse, or recycling. Most areas along Santa Monica Boulevard, Beverly Boulevard, and La Brea Avenue will be permitted to develop to three stories and 35 feet in height. Melrose Avenue and Robertson Boulevard will be permitted to develop to two stories and 25 feet in height. Parcels along Sunset Boulevard will be permitted to develop to two stories along the street frontage and three stories in the rear and height of 35 of 35 feet.
- C. The intersection of Santa Monica Boulevard and La Brea Avenue will be permitted to develop at somewhat greater intensity and height (three stories at 45 feet) to encourage the area’s revitalization.
- D. Five areas will be considered for slightly greater intensity and height for the development of key uses which contribute significant benefits to the city. These include two areas whose development increases are intended to stimulate their revitalization: the Movie Studio

District (south of Santa Monica Boulevard and east of Fuller Avenue), and the Santa Monica Boulevard-Melrose Avenue-Almont Avenue Triangle. Other areas include parcels on the south of Sunset Boulevard west of La Cienega Boulevard, the San Vicente Boulevard-Beverly Boulevard-Sherbourne Drive Triangle, and the Southern California Rapid Transit District site.

- E. Residential uses will be permitted to be developed above lower level commercial along Santa Monica Boulevard, Sunset Boulevard, Beverly Boulevard, and La Brea Avenue.
- F. Residential neighborhoods characterized by a predominance of single-family and duplex units will be preserved at these densities. These include, generally, the area south of Melrose Avenue (West Hollywood West), Norma Triangle, Lexington Avenue-Spaulding Avenue area, Greenacre Avenue-Poinsettia area, and area south of Santa Monica Boulevard west of Crescent Heights Boulevard and east of Sweetzer Avenue.
- G. Areas characterized by a mix of single-family units, duplexes, triplexes, and, in some cases, low-rise (two story) apartments and condominiums will be limited to three units per lot (or 22 units per acre), two stories and 25 feet in height. These include portions of the Sherman Community Area (generally areas south of Santa Monica Boulevard, west of West Knoll Drive, north of Melrose Avenue, and east of Pacific Design Center); areas bounded by Plummer Park, Norton Avenue, Genesee Avenue, and Fountain Avenue; and “pockets” along Keith Avenue, Hilddale Avenue, Phyllis Avenue, Harratt Street, and Hancock Avenue.
- H. Residential areas characterized by a mix of two- and three-story buildings will be permitted to develop at 36 units per acre and a range of heights from 25 feet (two stories) to 45 feet and three stories, depending on the predominant existing height. Principally, these include residential areas west of Doheny Drive; parcels along Hilddale (south of Cynthia); portions of the Sherman Community between Rugby Drive and Sherwood Drive and parcels flanking West Knoll Avenue; areas flanking West Knoll Avenue east of Hancock Avenue; areas south of Melrose Avenue, west of Sweetzer Avenue, north of Rosewood Avenue, and east of West Knoll Drive; parcels on the west side of Sweetzer Avenue south of Santa Monica Boulevard; areas south of Santa Monica Boulevard, west of Fuller Avenue, north of Willoughby Avenue, and east of Crescent Heights Boulevard; areas north of Santa Monica Boulevard between Fairfax Avenue and Genesee Avenue; and a portion of the area east of Plummer Park.
- I. Areas characterized by high density, multi-family units will be permitted to continue to be developed at a maximum density of 50 units per acre and 45 feet in height. These include the general area north of Santa Monica Boulevard between Fairfax Avenue and San Vicente Boulevard and parcels flanking Kings Road south of Santa Monica Boulevard.
- J. Bonus densities will be permitted as an incentive for the development of housing for low and moderate income and seniors in all multi-family residential areas. The bonus will vary according to underlying zone designation.
- K. New local-serving commercial uses will be located in the ground level of all municipal parking structures developed in non-residential areas and will be required as a condition of all large scale mixed-use development projects.
- L. In all commercial areas of the city, it is a basic land use principle that the uses and design of development induce and enhance high levels of pedestrian activity. This will be achieved through limiting the ground elevation of structures for the majority of every block to “pedestrian-friendly” uses (i.e., high-turnover, customer-active uses, such as retail sales establishments and restaurants). Additionally, pedestrian activity will be enhanced by requirements for the architectural design and siting of the structures.

- M. It is a basic land use principle to provide for the revitalization of deteriorated areas of the City. First priority shall be given to the commercial and residential areas, generally, east of Fairfax Avenue. Revitalization strategies will include educational programs and low interest loans or grants for the upkeep and rehabilitation of structures, marketing and development attraction, and consideration of the use of the actions and authorities of California Redevelopment Law.
- N. Historically and architecturally significant structures are to be preserved and upgraded or adaptively reused where necessary. This will include a comprehensive inventory and register of important structures and/or districts, community education programs, low-interest loans or grants for maintenance and renovation, and incentives for retention.
- O. New development shall be required to contribute to the overall quality and character of the city. All uses will be required to provide extensive landscape on-site and along street frontages. Commercial developments will be required to contribute a percentage of the building value for the acquisition and installation of art.
- P. New development shall be linked to the availability of public services and infrastructure.



Melrose & Fairfax looking northwest; 1922

GOALS, OBJECTIVES, AND POLICIES



The following presents the goals, objectives, and policies for land use and urban design in the City of West Hollywood. Implementing programs are contained in the following sub-section. At the end of each policy is listed a capital "I" and number in parentheses which refers to the pertinent implementing program.

Goals

1A - Achieve a physical environment which provides for the housing, employment, business, service, recreational, social, cultural, educational, and entertainment needs of and maintains and enhances a high quality of life for its residents.

1B - Achieve a physical environment through its land uses and urban design which maintains and enhances the city's role as a regional center and home for major industries including entertainment, design furnishings and other design-related, visitor accommodation, specialty, and ethnic/lifestyle uses.

1C - Achieve a physical environment through its land uses and urban design which preserves existing physical, economic, and social assets and provides for new development opportunities which complement and are compatible with these.

1D - Achieve a physical environment through its land uses and urban design which establishes the city as a unique and special place in the southern California region which is characterized by its "urban village" environment wherein social and pedestrian interactions are promoted and residents are located in close proximity to services, employment, and recreational/cultural opportunities.

1E - Achieve a physical environment through its land uses and urban design which respects the environmental setting and constraints and whose needs are adequately met by public services and infrastructure.

1F - Achieve the protection and preservation of the integrity of existing residential neighborhoods and commercial districts.

A. ISSUE ONE: TYPES AND MIX OF LAND USE TO BE PERMITTED IN THE CITY

Objectives

1.1 - Provide for the continuation of existing and new development of a broad range of housing types to meet the needs of the city.

1.2 - Provide for the continuation of existing and development of new commercial uses which serve the needs of the City's residents.

1.3 - Provide for the continuation and expansion of existing commercial uses which are the principal economic strengths of the city.

Policies

1.1.1 - Designate areas of the city for and accommodate single-family residences and duplexes (I1.1 and I1.3).

1.1.2 - Establish regulations and standards which allow for the development of multiple-unit apartments, condominiums, and townhomes (I1.1 and I1.3).

1.1.3 - Establish regulations and standards which allow for the development of congregate-care, shared, cooperative, and other housing types intended to meet the special needs of senior citizens, physically disabled, and homeless (I1.1).

1.2.1 - Establish regulations and standards which allow for the development of food sales and service, general merchandise, apparel and accessories, dry goods, furniture, home improvement and gardening, financial services, personal services, and other uses which provide for the needs of the residents (I1.1).

1.3.1 - Establish regulations and standards which allow for the development of design furnishings, art galleries, and other design-related commercial uses (I1.1).

1.3.2 - Establish regulations and standards which allow for the development of motion picture, television, music, and other entertainment production and related uses (I1.1).

1.3.3 - Establish regulations and standards which allow for the development of hotels, motels, restaurants, nightclub/entertainment and other visitor-serving uses (I1.1).

1.3.4 - Establish regulations and standards which allow for the development of specialty clothing and merchandise activities and other specialty commercial uses (I1.1).

Objectives

1.4 - Provide for the continuation of existing and new development of uses which provide employment for city residents and the greater region.

1.5 - Encourage the development of sites which intermix commercial uses with housing.

1.6 - Provide for the continuation of existing and new development of manufacturing uses which support and are secondary to the city's principal commercial uses.

1.7 - Provide for the continuation of existing and development of new recreational, cultural, and religious uses which meet the needs of the residents.

Policies

1.4.1 - Establish regulations and standards which allow for the development of professional offices and other job-generating uses (I1.1).

1.5.1 - Establish regulations and standards which allow for the development of structures which incorporate residential units on floors above and/or behind retail and/or office commercial uses (I1.1).

1.5.2 - Allow for the intermixing of commercial uses and housing on sites where abutting commercial and residentially-designated parcels have been combined into a joint development parcel of a minimum of 60,000 square feet and in accordance with the criteria of Policy 1.10.4 (I1.1, I1.4, and I1.5).

1.6.1 - Establish regulations and standards which allow for the development of small-scale manufacturing uses which support the design furnishings, galleries, and other design-related uses (I1.1).

1.6.2 - Establish regulations and standards which allow for the development of small-scale manufacturing and processing uses which support the motion picture, television, music, and other entertainment production uses (I1.1).

1.6.3 - Prohibit the development of large-scale manufacturing uses and those which are unrelated to the principal commercial uses of the City (I1.1).

1.6.4 - Prohibit the development of manufacturing uses which operate in a manner or use materials which may impose a danger on adjacent uses or are harmful to the environment (I1.1).

1.7.1 - Allow for the continuation of public recreational, cultural (libraries, museums, etc.), educational, institutional (governmental, sheriff, fire, etc.), and religious uses at their present locations and development of new uses where they complement and are compatible with abutting land uses (I1.1).

Objectives

1.8 - Provide for the continuation of existing and development of new uses which provide for the social and health needs of the residents.

1.9 - Provide for the continuation of existing and development of new transportation, parking, and infrastructure required to support the city's land uses.

B. ISSUE TWO: DISTRIBUTION AND INTENSITY OF LAND USE DEVELOPMENT

1. General

Objective

1.10 - Provide for new land use development which is reflective of and complements the overall pattern and character of existing uses, infills vacant and under-utilized parcels, offers opportunities for the intensification of key "targeted" sites, and mitigates any adverse impacts.

Policies

1.8.1 - Allow for and encourage the development of uses which provide for the social and health needs of the residents [day-care centers (children, seniors, physically impaired, other), social-service providers, medical facilities, etc.] throughout the city, provided that they are compatible with adjacent land uses (I1.1).

1.9.1 - Allow for the continuation of existing and development of new public streets, parking facilities, utilities, storm drainage, and other infrastructure in locations which serve and are integrated with the city's land uses (I1.1, I1.2, and I1.3).

Policies

1.10.1 - Accommodate new development in accordance with the Land Use Plan Map (see Figure 3, next page) (I1.1 through I1.8 inclusive).

1.10.2 - Ensure that all development in each land use zone adheres to all requirements and standards specified for that zone (I1.1 through I1.11 inclusive).

1.10.3 - Allow modification of the Plan's permitted density/intensity, height, and other development standards for: (a) development projects which expand existing facilities or introduce new uses which are considered to be of significant importance (municipal revenue, historical use, socially valued use, etc.), (b) contribute significant benefits to the city, and/or (c) whose architectural design is of unusual merit and will enhance the City of West Hollywood; provided that:

- a. impacts of the modifications can be mitigated by an acceptable compensation mechanism,
- b. the use of additional height will reduce the impacts of bulk along the sidewalk, street,

Figure 3.

and adjacent properties, increase the ground level open space, result in a structure of variable heights, and/or create additional view corridors, provided that the additional height does not adversely impact adjacent uses, and

- c. the modifications shall be reviewed by the community and approved by the Planning Commission and City Council prior to consideration of the project (I1.1, I1.4, I1.5, I1.7, I1.8, I1.9, and I1.10).

1.10.4 - Allow the consolidation of abutting residential parcels and commercial parcels into unified mixed-use development projects containing an aggregate site area of at least 60,000 square feet, provided that:

- a. only residential parcels classified as R3.2, R3.3, and R4 may be included with the commercial parcels;
- b. the total yield of development does not exceed that permitted by the underlying land use classifications;
- c. at least 50 percent of the maximum allowable residential density is developed on-site and in-lieu fees or other contributions are made by the developer to offset the loss and compensate for the difference of residential units developed on the site and the maximum number which could be developed by the underlying residential designation and in no case shall the development of 100 percent of the residential density potential be precluded;
- d. no residential uses are located along the ground floor of the commercial frontage;
- e. only residential uses are developed along the residential street frontage;
- f. existing alleys are maintained;
- g. a specific plan is prepared and approved that demonstrates that the project:
 - (1) is compatible with and complements adjacent uses;

-
- (2) maintains the scale and character of existing development;
 - (3) maintains or increases the existing number of residential units and those for low- and moderate-income households and seniors; and
 - (4) adequately mitigates traffic, noise, light and glare, and other environmental impacts; and
- h. the project does not decrease, but should increase the supply of neighborhood-serving commercial use (I1.1 through I1.10).

1.10.5 - Allow for the expansion of existing low-rise, residential-like hotels into adjacent residential zone, provided that:

- a. the height and density of development shall be consistent with the underlying residential zone;
- b. the development conveys a residential “sense” and complements existing residential structures; and
- c. site access is precluded from residential areas (I1.1 through I1.10).

1.10.6 - Require that new commercial development mitigates impacts on the city’s housing, public open space, child care facilities, and other public needs (I1.1 and I1.8).

1.10.7 - Ensure adequate public review and input for all development projects which potentially impact the community (I1.19).

1.10.8 - Ensure that development in each land use neighborhood and district protects the integrity of that district (I1.1 through I1.10, I1.4 and I1.18).

2. Commercial Land Uses

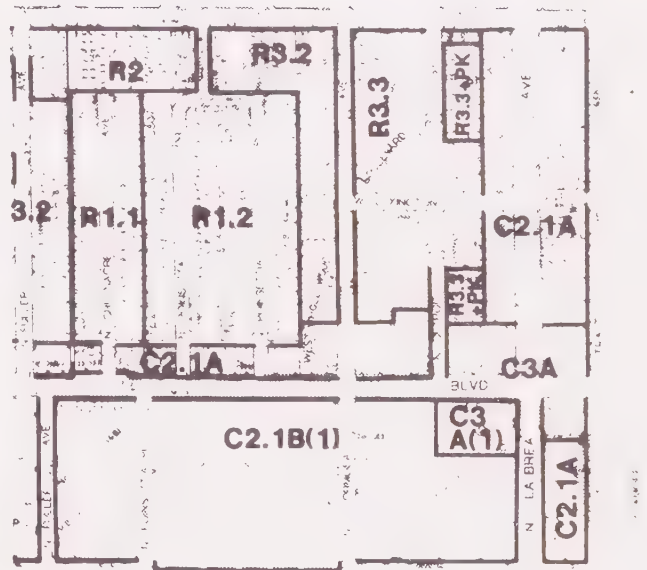
- a. East End: Santa Monica Boulevard and La Brea Avenue

Objective

1.11 - Establish the intersection of Santa Monica Boulevard and La Brea Avenue as a principal activity center of and “entry” to the City of West Hollywood by the intensification of commercial uses and urban design improvements and capitalizing on the nearby entertainment-related uses [Sub-area 1, map designations C3A and C3A(1)].



Permitted Uses



Policies

1.11.10 - Accommodate a full diversity of commercial uses, including retail, offices, food sale and service, general merchandise, apparel and accessories, dry goods, furniture, home improvement, gardening, financial services, personal services, and entertainment, and cultural uses (I1.1 and I1.7).

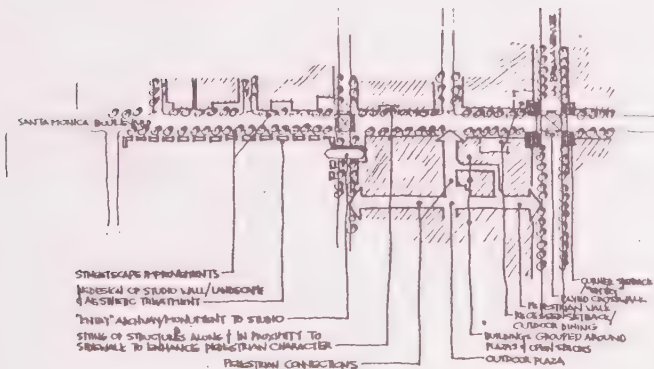
1.11.11 - Accommodate motion picture, television, music, or other related entertainment production and supporting manufacturing uses (I1.1 and I1.7).

1.11.12 - Accommodate professional offices on the second level or higher of buildings (I1.1 and I1.7).

Development Intensity/Height

FLOOR AREA RATIO: 1.0 (EXAMPLE)

Design Standards



39

1.11.31 - Require that all uses and buildings enhance pedestrian activity along Santa Monica Boulevard and La Brea Avenue in accordance with the land use and urban design policies and standards specified for Issue Six (Policies 1.37.1-1.37.8) (I1.1, I1.7 and I1.10).

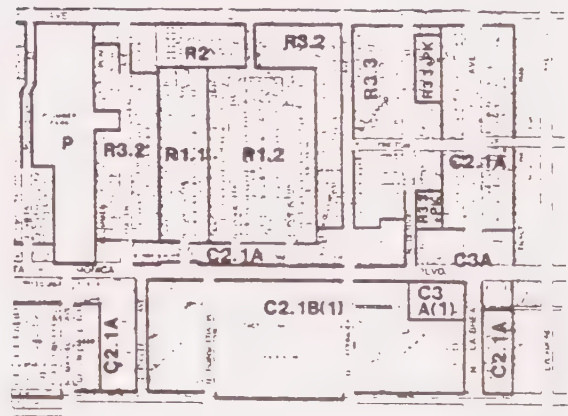
1.11.32 - Encourage that development be linked to entertainment-related and other uses located to the west along Santa Monica Boulevard by theme, architectural character, siting of structures, use of open space and pedestrian areas, signage, and other techniques, to create a "sense" of the greater area as a unified center of the City (I1.4, I1.5, I1.6, I1.7 and I1.10).

Objective

1.12 - Provide for the upgrading, infill, recycling, and new development of uses along La Brea Avenue to create a uniform and consistent pattern of development and uses which serve adjacent residents and continue the character of specialty uses established along the street to the south (Sub-area 2, map designated C2.1-A).



Permitted Uses



Policies

1.12.10 - Accommodate a full diversity of commercial uses, including retail, office, food sales and service, general merchandise, apparel and accessories, dry goods, furniture, home improvement, gardening, financial services, and personal services, and cultural uses (I1.1 and I1.7).

1.12.11 - Encourage and accommodate the development of commercial uses which provide for the day-to-day service needs of nearby residents and employees (I1.1 and I1.7).

1.12.12 - Encourage and accommodate the development of specialty (boutiques, gift shops, etc.), arts-related (galleries, print shops, bookstores, etc.), entertainment, restaurant, and similar uses (I1.1, I1.7, and I1.13).

1.12.13 - Accommodate professional offices on the second level or higher of buildings (I1.1 and I1.7).

1.12.14 - Accommodate housing units on the second level or higher or to the rear of buildings provided that the residential and commercial spaces are fully separated (except for artist lofts), the impacts of noise, odor, and other adverse characteristics of commercial activity can be adequately mitigated, and a healthy, safe, and well designed environment is achieved for the residential unit(s) (I1.1 and I1.7).

Development Intensity/Height

1.12.20 - Permit a maximum building area, excluding parking, expressed as the ratio of building area to lot size (floor area ratio), of 1.5 and height of 35 feet above grade for parcels developed exclusively for commercial uses (I1.1 and I1.7).

Bonus Incentives

1.12.21 - Permit a maximum additional floor area ratio of 0.5, or a total of 2.0, for the incorporation of residential units with the commercial, provided that all bonus area is developed for residential and the 35-foot (30-story) limit is maintained (I1.1 and I1.7).

Design Standards

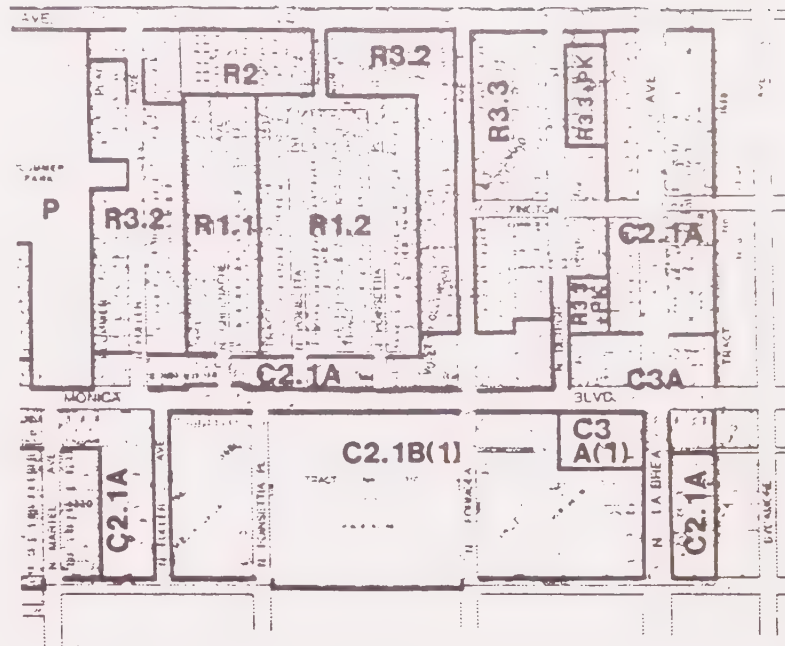
1.12.30 - Require that all uses and buildings enhance pedestrian activity along La Brea Avenue in accordance with the land use and urban design policies and standards specified for Issue Six (Policies 1.37.1-1.37.8) (I1.1, I1.7 and I1.10).

Objective

1.13 - Provide the opportunity for the establishment of a unique district which capitalizes on the presence of (a) the movie studio as a major economic use, accommodating the introduction of entertainment-related production and supporting uses, including studios, office, restaurants, retail commercial, and theaters, and (b) a significant concentration of Russian residents, accommodating commercial uses supporting their needs and ethnic-themed specialty uses (restaurants, food stores, gift and craft shops, etc.) [Sub-area 3, map designation C2.1B(1)].



Permitted Uses



Policies

1.13.10 - Accommodate a full diversity of commercial uses, including retail, office, food sales and service, general merchandise, apparel and accessories, dry goods, furniture, home improvement, gardening, financial services, personal services, and entertainment, and cultural (I1.1 and I1.7).

1.13.11 - Encourage and accommodate the development of commercial uses which provide for the day-to-day service needs of nearby residents and employees (I1.1 and I1.7).

1.13.12 - Encourage and accommodate motion picture, television, music or other related entertainment production, supporting manufacturing uses and movie theaters (I1.1, I1.7 and I1.13).

1.13.13 - Accommodate light manufacturing uses which are supportive of the entertainment production uses, provided that they are compatible with adjacent uses and adequately mitigates adverse impacts on noise, air quality, water quality, traffic, and infrastructure (I1.1, I1.7, I1.8, and I1.9).

1.13.14 - Encourage the development of commercial uses which are reflective of the Russian heritage of nearby residents, including food stores, restaurants, clothing, furniture, gift shops, and entertainment uses, provided that adjacent residences are adequately protected and any adverse impacts are acceptably mitigated (I1.1, I1.7, I1.8 and I1.13).

1.13.15 - Accommodate professional offices on the second level or higher of buildings (I1.1 and I1.7).

1.13.16 - Accommodate housing units on the second level or higher or to the rear of buildings provided that the residential and commercial spaces are fully separated (except for artist lofts), the impacts of noise, odor, and other adverse characteristics of commercial activity can be adequately mitigated, and a healthy, safe, and well designed environment is achieved for the residential unit(s) (I1.1 and I1.7).

Development Intensity/Height

1.13.20 - Permit a maximum building area, excluding parking, expressed as the ratio of building area to lot size (floor area ratio), of 1.5 and height of 35 feet (3 stories) above grade for parcels developed exclusively for commercial uses (I1.1 and I1.7).

Bonus Incentives

1.13.21 - Permit a maximum additional floor area ratio of 0.5, or a total of 2.0, and additional height of 10' (45' total) for the incorporation of residential units with the commercial, provided that all bonus area is developed for residential (I1.1 and I1.7).

1.13.22 - Permit an increase of floor area ratio of 0.5, to a maximum limit of 2.0, and height of 45 feet beginning at a depth of 100 feet from the Santa Monica Boulevard property line, 100 feet from the Romaine Street property line between Fuller Avenue and Poinsettia Place, and at the Romaine Street property line between Poinsettia Place and at the Romaine Street property line between Poinsettia Place and La Brea Avenue, for sites developed for commercial and entertainment production and ancillary uses, and 90 feet in the same area (unrestricted stories) for entertainment production facilities requiring greater than normal floor heights in concert with related uses, for an aggregate of lots of at least 60,000 square feet provided that a comprehensive development or specific plan is submitted within two years of the adoption of this General Plan and approved by the City which demonstrates that the project:

- a. contains activities and functions which will be a significant asset for the city;
- b. achieves a higher level of architectural and urban design performance than would normally occur;
- c. adequately mitigates all impacts attributable to the increase in floor area ratio and height;
- d. conveys the sense of an "urban village", in its siting of structures, massing scale, use of open space incorporating "pedestrian-friendly" uses, and architectural character; and
- e. provides benefits to the adjacent community and greater city above those which can be exacted to account for its direct impacts (some examples, which are not all-inclusive, include additional parking above code requirements for adjacent commercial or residential uses, where deficient; make available unused parking spaces for off-site uses during evening hours; dedication of on-site parklands; senior day care/"respite care" facilities; contributions to park acquisition and improvements, public urban design improvements, or human services programs; or acquisition and maintenance significant architectural

or historical buildings and properties) (I1.1, I1.4, I1.5, I1.6, I1.8, I1.9, and I1.10).

Design Standards

1.13.30 - Require that all uses and buildings enhance pedestrian activity along Santa Monica Boulevard in accordance with the land use and urban design policies and standards specified for Issue Six (Policies 1.37.1-1.37.8), except for renovation of existing structures to be retained in place which are used for motion picture, television, or other entertainment production activities, wherein the street frontages shall incorporate design elements which substantially upgrade the pedestrian character of the street including but not limited to the following:

- a. walls which are aesthetically treated, by the use of color, materials, offset planes, columns, and/or other architectural details, to provide visual interest to pedestrians;
- b. extensive landscape, including trees, flowering shrubs, and ground cover;
- c. pedestrian-oriented amenities; such as benches, trash receptacles; and
- d. possible inclusion of uses which can be viewed from the street, e.g., offices (I1.1, I1.7 and I1.10).

1.13.31 - Encourage that new development be designed to create a “village-like” environment, by the siting and massing of buildings around common pedestrian areas and open spaces which are linked to Santa Monica Boulevard, inclusion of pedestrian-oriented uses at the ground elevation, and use of vertical setbacks of buildings in excess of 30 feet above grade (I1.4, I1.5, I1.6, I1.7, I1.8, and I1.10).

1.13.32 - Formulate a specific plan for the establishment of a cohesive and integrated pattern of development for the area (I1.4 and I1.6).

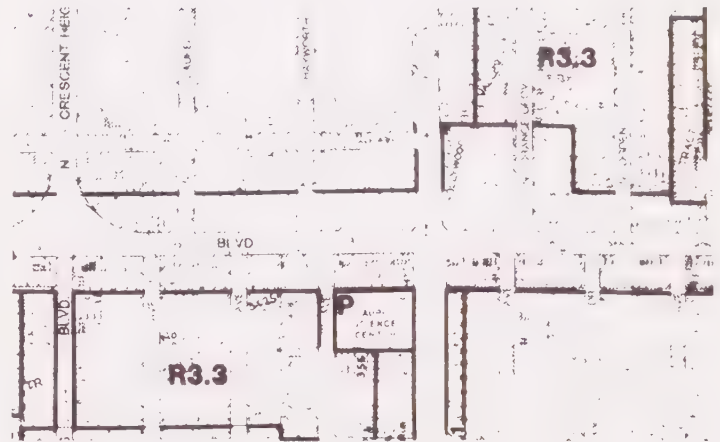
b. Santa Monica-Fairfax Intersection

Objective

1.14 - Enhance the intersection of Santa Monica Boulevard with Fairfax Avenue as an activity node of the city, which provides for the commercial and service needs of nearby residents, capitalizes on the principal commercial industries of the City, and contributes new job opportunities (Sub-area 4, map designation C2.1A).



Permitted Uses



Policies

1.14.10 - Accommodate a full diversity of commercial uses, including retail, office, food sales and service, general merchandise, apparel and accessories, dry goods, furniture, home improvement, gardening, financial services, personal service, and entertainment, and cultural uses (I1.1 and I1.7).,

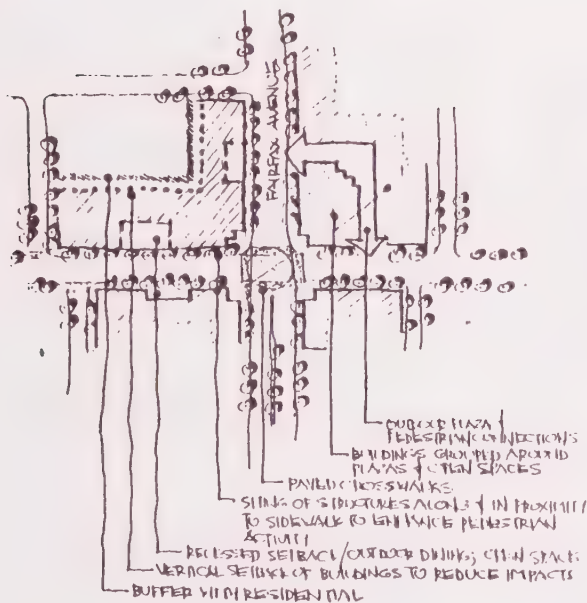
1.14.11 - Accommodate professional offices on the second level or higher of buildings (I1.1 and I1.7).

1.14.12 - Accommodate housing units on the second level or higher or to the rear of buildings provided that the residential and commercial spaces are fully separated (except for artist lofts), the impacts of noise, odor, and other adverse characteristics of commercial activity can be adequately mitigated, and healthy, safe, and well designed environment is achieved for the residential unit(s) (I1.1 and I1.7).

Development Intensity/Height

Bonus Incentives

Design Standards



1.14.13 - Encourage the upgrading and recycling of the parcels on the northeast corner of Santa Monica Boulevard and Fairfax Avenue for retail, office, and specialty commercial uses and upper level housing (I1.1, I1.4, I1.5, I1.6, I1.7, and I1.13).

1.14.20 - Permit a maximum building area, excluding parking, expressed as the ratio of building area to lot size (floor area ratio) of 1.5 and height of 35 feet above grade for parcels developed exclusively for commercial uses (I1.1 and I1.7).

1.14.21 - Permit a maximum additional floor area ratio of 0.5, or a total of 2.0 for the incorporation of residential units with the commercial, provided that all bonus area is developed for residential and the 35-foot height limit is maintained (I1.1 and I1.7).

1.14.30 - Require that all uses and buildings enhance pedestrian activity along Santa Monica Boulevard and Fairfax Avenue in accordance with the land use and urban design policies and standards specified for Issue Six (Policies 1.37.1-1.37.8) (I1.1, I1.7 and I1.10).

1.14.31 - Encourage that the recycling and new development of the parcels on the northeast corner of Santa Monica Boulevard and Fairfax Avenue be designed to create a "village-like" environment, by the siting and massing of buildings around common pedestrian areas and open spaces which are linked to Santa Monica Boulevard and Fairfax Avenue, inclusion of pedestrian-oriented uses at the ground elevation, and use of vertical setbacks of buildings, at heights in excess of 30 feet above grade (I1.4, I1.5, I1.6, I1.7, and I1.10).

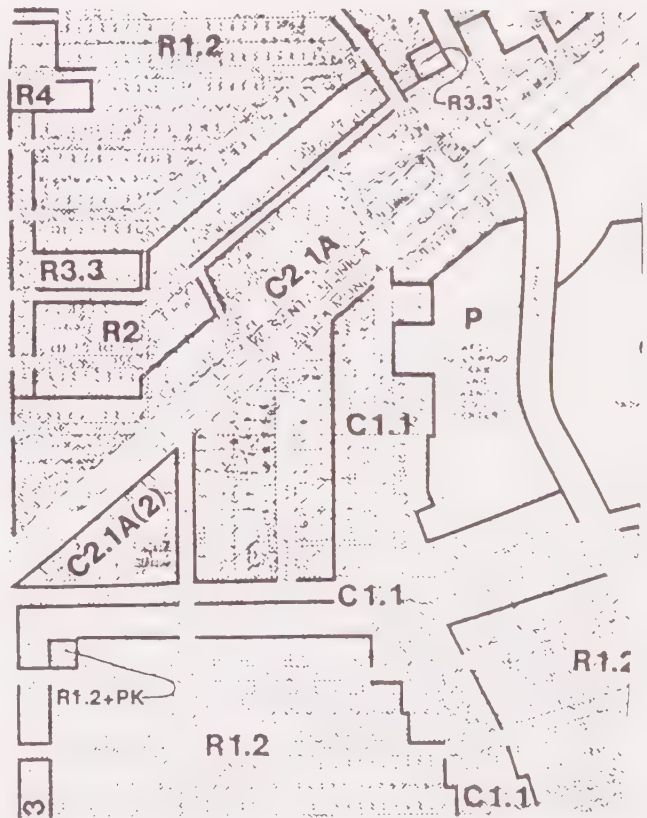
b. West End: Santa Monica-Melrose-La Peer Triangle

Objective

1.15 - Provide the opportunity for the enhancement of the area bounded by Santa Monica Boulevard, Melrose Avenue, and the parcels on the east side of La Peer Drive as a major mixed-use activity center of the City and “entry” from Beverly Hills; which capitalizes on the nearby design-furnishings uses, entertainment, restaurants, park, artist-related uses, and planned Civic Center facilities [Sub-area 5, map designations C2.1A and C2.1A(2)].



Permitted Uses



Policies

1.15.10 - Accommodate a full diversity of retail, specialty, food sales and service, general merchandise, apparel and accessories, dry goods, furniture, home improvement, gardening, financial services, personal services, entertainment, and cultural uses (I1.1 and I1.7).

1.15.11 - Accommodate light manufacturing uses which are supportive to the design furnishings and other design-related industries, provided that they are compatible with adjacent uses and yield no unacceptable impacts on noise, air quality, water quality, and traffic (I1.1, I1.7, I1.8, and I1.9).

1.15.12 - Accommodate professional offices on the second level or higher of buildings (I1.1 and I1.7).

1.15.13 - Accommodate housing units on the second level or higher or to the rear of buildings provided that the residential and commercial spaces are fully separated (except for artist lofts), the impacts of noise, odor, and other adverse characteristics of commercial activity can be adequately mitigated, and a healthy, safe, and well-designed environment is achieved for the residential unit(s) (I1.1 and I1.7).

1.15.14 - Encourage and provide for the recycling and redevelopment of one or more blocks for a unified mixed-use project, incorporating design furnishings sales and manufacturing, design-related sales and manufacturing (e.g., art galleries and studios), specialty commercial (e.g., clothing boutiques and gift shops), restaurants, bars, entertainment, professional and financial offices, overnight accommodation, and/or residential uses (I1.4, I1.5, I1.6, I1.7 and I1.13).

Development Intensity/Height

1.15.20 - Permit a maximum building area, excluding parking, expressed as the ratio of building area to lot size (floor area ratio), of 1.5 and height of 35 feet (3 stories) above grade for parcels developed exclusively for commercial uses (I1.1 and I1.7).

Bonus Incentives

1.15.21 - Permit a maximum additional floor area ratio of 0.5, or a total of 2.0, for the incorporation of residential units with the commercial, provided that all bonus area is developed or residential and the 35-foot (3-story) height limit is maintained (I1.1 and I1.7).

1.15.22 - Permit a maximum increase of floor area ratio of 0.5 for a total FAR of 2.0 and height of 45 feet (unlimited stories) for sites developed exclusively for commercial uses or a total FAR of 2.5 and height of 45 feet (unlimited stories) for sites developed for a mix of commercial and residential, with housing occupying all area exceeding the FAR of 2.0 for an aggregate of lots of at least 60,000 square feet in the area bounded by Santa Monica Boulevard, Almont Drive and Melrose Avenue, provided that a comprehensive development or specific plan is prepared and approved by the City which demonstrates that the project:

1.15.32 - Encourage the development of Almont Drive and La Peer Street for pedestrian use in concert with any unified multi-block development project (I1.4, I1.5, I1.6 and I1.8).

1.15.33 - Require that development projects fronting onto the intersection of Santa Monica Boulevard, Doheny Drive, and Melrose Avenue locate their structures and incorporate architectural elements and forms, landscaped open spaces, public art, and/or other appropriate design techniques which uniquely identify this intersection as a primary entry to the city (I1.1, I1.3, I1.7 and I1.10).

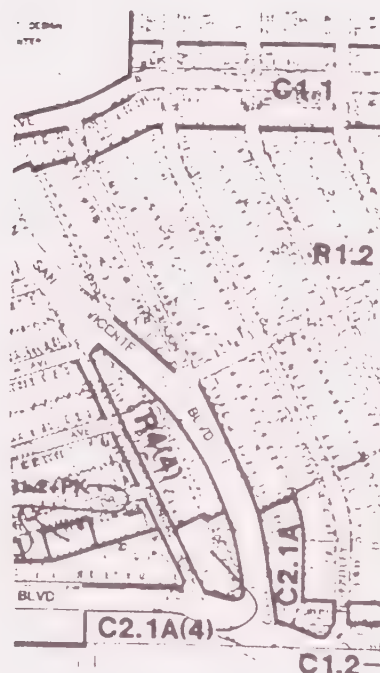
c. San Vicente-Beverly-Sherbourne Triangle

Objective

1.16 - Provide the opportunity for the development of the area bounded by San Vicente Boulevard, Beverly Boulevard, and Sherbourne Drive as a principal activity center and distinctive landmark project of the City, characterized by its function, architectural design, and relationship to the community [Sub-area 6 map designation C2.1A(4) and R4(4)].



Permitted Uses



Policies

1.16.10 - Accommodate the following uses on the southerly portion (Beverly Boulevard frontage) of the site:

- a. a full diversity of retail, specialty, food sales and service, apparel and accessories, financial services, personal services, entertainment, overnight accommodations, and/or cultural uses

- b. professional offices on the second level or higher of buildings
- c. housing units on the second level or higher or to the rear of buildings provided that the residential and commercial spaces are fully separated (except for artist lofts), the impacts of noise, odor, and other adverse characteristics of commercial activity can be adequately mitigated, and a healthy, safe, and well-designed environment is achieved for the residential unit(s) (I1.1 and I1.7).

1.16.11 - Accommodate high density residential units on the central and northern portions of the site in accordance with Policies 1.28.1 through 1.28.4 (I1.1, I1.2, I1.7, and I1.10).

Development Intensity/Height

1.16.20 - Permit a maximum building area, excluding parking, expressed as the ratio of building area to lot size (floor area ratio), of 1.5 and height of 35 feet above grade (3 stories) for exclusive development of commercial uses on the southerly portion (Beverly Boulevard frontage) of this site.

1.16.21 - Permit a maximum additional floor area ratio of 0.5, or a total of 2.0, for the incorporation of residential units with the commercial on the southerly portion of the site, provided that all bonus area is developed for residential and the prescribed 35-foot (3-story) height limit is maintained (I1.1 and I1.7).

1.16.22 - Permit an increase in development intensity to achieve a distinctive use of the site wherein:

- a. development of the southern portion of the site may occur in accordance with Policies 1.16.10, 1.16.20, and 1.16.21 and the central and northern portions of the site may be for residential at a maximum density of 75 units per acre, with the number of affordable units to be determined in negotiation with the City, but no less than 20 percent of the total, at a maximum height of 45 feet; or
- b. development of the site may be for
 - (1) a high quality low-rise hotel,

-
- (2) hotel supporting retail commercial uses,
 - (3) local-serving commercial uses and services,
 - (4) and must include residential units along the Sherbourne Drive frontage across from the residentially-designated parcels on the west side of the street;

which may be developed at a maximum height of 45 feet and a floor area ratio to be determined on consideration and review of the project's impacts and mitigation measures

for an aggregate of lots of at least 60,000 square feet provided that a comprehensive development or specific plan is prepared and approved by the City which demonstrates that the project:

- a. contains activities and functions which will be a significant asset for the city;
- b. achieves a higher level of architectural and urban design performance than would normally occur;
- c. adequately mitigates all impacts attributable to the increase in floor area ratio and height;
- d. conveys the sense of an "urban village", in its siting of structures, massing, scale, use of open space incorporating "pedestrian-friendly" uses, and architectural character;
- e. provides additional benefits to the adjacent community and greater city above those which can be exacted to account for its direct impacts (some examples, which are not all-inclusive, include additional parking above code requirements for adjacent commercial or residential uses, where deficient; make available unused parking spaces for off-site uses during evening hours; dedication of on-site parkland; senior day care/"respite care" facilities; or contributions to park acquisition and maintenance of significant architectural or historical buildings and properties);

- f. neighborhood-serving commercial uses are incorporated into any mixed commercial-residential project; and
- g. no residential parcels outside of the Beverly-Sherbourne-San Vicente site are incorporated in the site's development or specific plan (I1.1, I1.4, I1.5, I1.7, I1.8, I1.9, and I1.10).

Design Standards

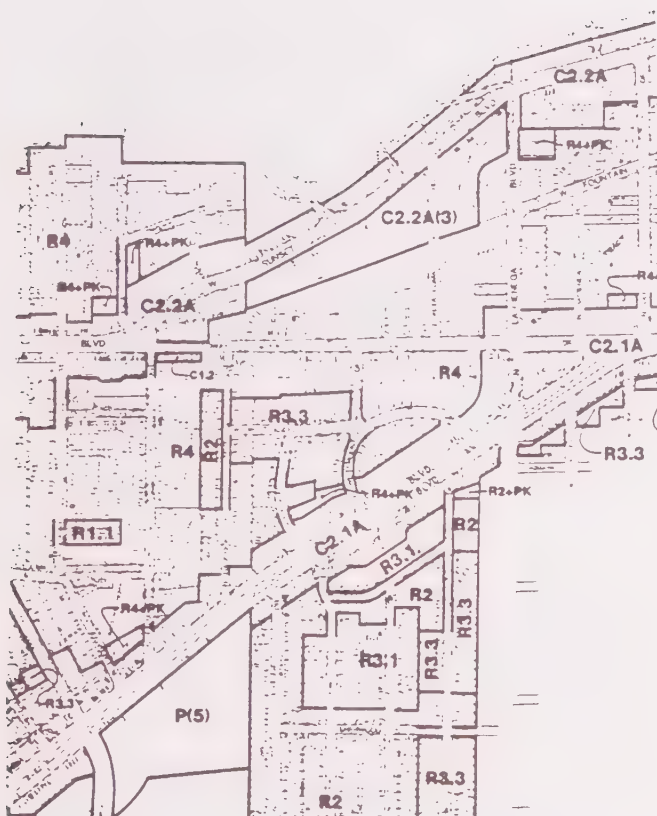
1.16.30 - Require that development in this area be designed to be compatible with adjacent low density residential neighborhoods, including;

- a. inclusion of landscaped buffers along San Vicente Boulevard and Sherbourne Drive;
- b. use of architectural design character, massing, scale, and siting which complements the adjacent community;
- c. use of vertical setbacks to reduce impacts of height and bulk on adjacent low-rise residences;
- d. restriction of vehicular site access to prevent trips through adjacent residential neighborhoods;
- e. limitation of noise and light and glare impacts to the area (I1.1, I1.4, I1.5, I1.7, I1.8, I1.9, and I1.10).

1.16.31 - Require that new development projects fronting onto the intersection of Beverly Boulevard and San Vicente Boulevard locate their structures and incorporate architectural elements and forms, landscaped open spaces, public art, and/or other appropriate design techniques which uniquely identify this intersection as a primary entry to the city (I1.1, I1.3, I1.7, and I1.10).

Objective

Bonus Incentives



1.18.20 - Permit a maximum building area, excluding parking, expressed as the ratio of building area to lot size (floor area ratio), of 1.5 and height of 35 feet above grade and 2 stories for the first 25 feet of parcel depth and 3 stories for the balance on parcels developed exclusively for commercial uses (I1.1 and I1.7).

1.18.21 - Permit a maximum additional floor area ratio of 0.5 or a total of 2.0 and no additional height for the incorporation of residential units with the commercial, provided that all bonus area is developed for residential (I1.1 and I1.7).

1.18.22 - Permit an increase of floor area ratio to a maximum of 2.25 for sites developed for commercial or mixed commercial and residential uses and an increase of height to 60 feet at a minimum depth of 25 feet from the Sunset Boulevard property line for designated “incentives” sites (including the commercial parcels on the south side of Sunset Boulevard beginning with the existing Sunset Plaza project in the west to La Cienega Boulevard in the east) provided that a comprehensive development or specific plan is prepared and approved by the City which demonstrates that the project:

- a. contains activities and functions which will be a significant asset for the city;
- b. achieves a higher level of architectural and urban design performance than would normally occur;
- c. adequately mitigates all impacts attributable to the increase in floor area ratio and height;
- d. conveys the sense of an “urban village”, in its siting of structures, massing, scale, use of open space incorporating “pedestrian-friendly” uses, and architectural character;

- e. provides additional benefits to the adjacent community and greater city above those which can be exacted to account for its direct impacts (some examples, which are not all-inclusive, include additional parking above code requirements for adjacent commercial or residential uses, where deficient; make available unused parking spaces for off-site uses during evening hours; dedication of on-site parkland; senior day care “respite care” facilities; or contributions to park acquisition and improvements; public urban design improvements, or human services programs; or acquisition and maintenance of significant architectural or historical buildings and properties);
- f. building heights are varied across the site, stepping back from Sunset Boulevard, locating the greatest heights adjacent to existing mid- or high-rise structures, and protecting views from adjacent sites; and
- g. pedestrian-streetscape improvements are implemented by the developer consistent with and similar to those of the existing Sunset Plaza development project or other streetscape master plan approved by the City (I1.1, I1.4, I1.5, I1.7, I1.8, I1.9, and I1.10).

Design Standards

1.18.30 - Require that all uses and buildings enhance pedestrian activity along Sunset Boulevard in accordance with the land use and urban design policies and standards specified for Issue Six (Policies 1.37.1-1.37.8) (I1.1, I1.7 and I1.10).

1.18.31 - Encourage that new development involving multiple structures and mixed uses on consolidated lots be designed to create a “village-like” environment, by the siting and massing of buildings around common pedestrian areas and open spaces which are linked to Sunset Boulevard, inclusion of pedestrian-oriented uses at the ground elevation, and use of vertical setbacks of building elevations in excess of 30 feet above grade (I1.1, I1.4, I1.5, I1.7 and I1.10).

1.18.33 - Require that all vehicular site access be from Sunset Boulevard or abutting side streets and alleys and walls and landscape be incorporated to buffer adjacent residences (I1.1, I1.6 and I1.10).

1.18.35 - Require that all new development projects on Sunset Boulevard mitigate by design and siting the noise impacts attributable to the Boulevard's unique uses, activities, and characteristics (I1.1, I1.3, I1.4, I1.5, I1.6 and I1.8).

Objective

1.19 - Continue and enhance Santa Monica Boulevard's role as a provider of mixed uses, including local-serving commercial, entertainment, restaurant, and other related uses and emphasize its low-rise, pedestrian-oriented scale, while allowing for selected intensification (Sub-area 9, map designation C2.I-A).

Permitted Uses



Development Intensity/Height



Policies

1.19.10 - Accommodate a full diversity of commercial uses, including retail, offices, food sales and service, general merchandise, apparel and accessories, dry goods, furniture, home improvement, gardening, financial services, personal services, and entertainment, and cultural uses (I1.1 and I1.7).

1.19.11 - Encourage the retention of existing and accommodate the development of new commercial uses which provide for the day-to-day service needs of nearby residents (I1.1 and I1.7).

1.19.12 - Accommodate professional offices on the second level or higher of buildings (I1.1 and I1.7).

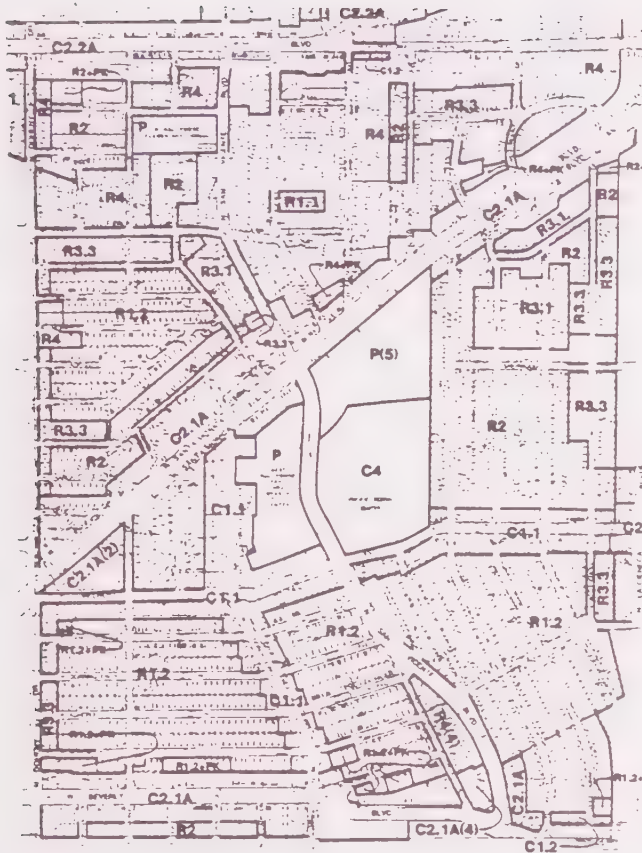
1.19.13 - Accommodate housing units on the second level or higher or to the rear of buildings provided that the residential and commercial spaces are fully separated (except for artist lofts), the impacts of noise, odor, and other adverse characteristics of commercial activity can be adequately mitigated, and a healthy, safe, and well designed environment is achieved for the residential unit(s) (I1.1 and I1.7).

1.19.20 - Permit a maximum building area, excluding parking, expressed as the ratio of building area to lot size (floor area ratio), of 1.5 and height of 35 feet (3 stories) above grade for parcels developed exclusively for commercial uses (I1.1 and I1.7).

1.19.21 - Permit a maximum additional floor area ratio of 0.5, or a total of 2.0, for the incorporation of residential units with the commercial, provided that all bonus area is developed for residential and the 35-foot (3-story) height limit is maintained (I1.1 and I1.7).

1.19.22 - Permit an increase of floor area ratio of 0.75, to a maximum of 2.25, for the redevelopment of the Southern California Rapid Transit District (SCRTD) site (Santa Monica Boulevard and San Vicente Boulevard) for a mixed-use project containing the SCRTD facilities, commercial, and/or residential uses provided that a comprehensive development or specific plan is prepared and approved by the City which demonstrates that the project:

- a. steps back the building heights from Santa Monica Boulevard and abutting residential parcels on Huntley Drive;
- b. the maximum permissible height shall be determined by that required to adequately accommodate SCRTD operations in concert with the mixed uses, while minimizing shadow impacts of adjacent sites;
- c. all uses and buildings enhance pedestrian activity along Santa Monica and San Vicente Boulevards in accordance with the land use and urban design policies and standards specified for Issue Six (Policies 1.37.1-1.37.8);
- d. contains activities and functions which will be a significant asset for the city;
- e. achieves a higher level of architectural and urban design performance than would normally occur;
- f. adequately mitigates all impacts attributable to the increase in floor area ratio and height;
- g. conveys the sense of an "urban village", in its siting of structures, massing, scale, use of open space incorporating "pedestrian-friendly" uses, and architectural character; and



- h. provides additional benefits to the adjacent community and greater city above those which can be exacted to account for its direct impacts (some examples, which are not all-inclusive, include additional parking above code requirements for adjacent commercial or residential uses, where deficient; make available unused parking spaces for off-site uses during evening hours; dedication of on-site parkland; senior day care "respite care" facilities; of contributions to park acquisition and improvements; public urban design improvements, or human services programs; or acquisition and maintenance of significant architectural or historical buildings and properties) (I1.1, I1.4, I1.5, I1.7, I1.8, I1.9 and I1.10).

Design Standards

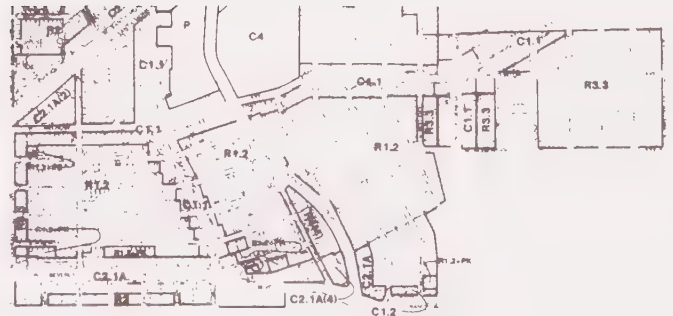
h. Melrose Avenue

Objective

1.20 - Continue and enhance Melrose Avenue's and abutting properties on intersecting cross street's unique role and identity as a corridor of regional-serving design furnishings establishments, specialty shops, and restaurants, and maintain its low-rise, "village-like": and pedestrian character (Sub-area 10, map designation C1.1 and C2.1).



1.19.30 - Require that all uses and buildings enhance pedestrian activity along Santa Monica Boulevard in accordance with the land use and urban design policies and standards specified for Issue Six (Policies 1.37.1-1.37.8) (I1.1, I1.7 and I1.10).



Permitted Uses

Policies

1.20.10 - Accommodate a full diversity of commercial uses, including retail, office, food sales and service, general merchandise, apparel and accessories, dry goods, furniture, financial services, personal services, and entertainment, and cultural uses (I1.1 and I1.7).

1.20.11 - Encourage and accommodate the continued development of uses associated with the design industries, such as home and office furnishings, clothing, and art (I1.1, I1.7 and I1.13).

1.20.12 - Accommodate professional offices on the second level or higher of buildings (I1.1 and I1.7).

1.20.13 - Accommodate housing units on the second level or to the rear of buildings provided that the residential and commercial spaces are fully separated (except for artist lofts), the impacts of noise, odor, and other adverse characteristics of commercial activity can be adequately mitigated, and a healthy, safe, and well designed environment is achieved for the residential unit(s) (I1.1 and I1.7).

Development Intensity/Height

1.20.20 - Permit a maximum building area, excluding parking, expressed as the ratio of building area to lot size (floor area ratio), of 1.0 and height of 25 feet (2 stories) above grade for parcels developed for commercial or a mix of commercial and residential uses except at the Melrose Avenue-La Cienega Boulevard intersection (I1.1 and I1.7).

1.20.21 - Permit a maximum building area, excluding parking, expressed as the ratio of building area to lot size (floor area ratio) of 1.5 and height of 35 feet (3 stories) above grade for parcels developed for commercial or a mix of commercial and residential uses at the Melrose Avenue-La Cienega Boulevard intersection (I1.1 and I1.7).

Design Standards

i. Beverly Boulevard

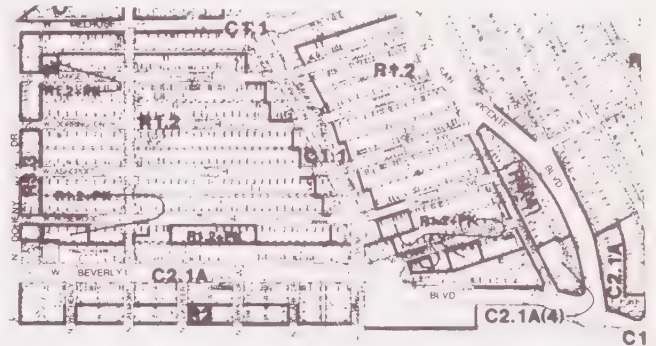
Objective

1.21 - Continue and enhance Beverly Boulevard's unique role and identity as a corridor of regional-serving design furnishings establishments, specialty shops, and restaurants (Sub-area 11, map designation C2.1A).



Permitted Uses

1.20.22 - Require that all uses and buildings enhance pedestrian activity along Melrose Avenue, Doheny Drive and La Cienega Boulevard in accordance with the land use and urban design policies and standards specified for Issue Six (Policies 1.37.1-1.37.8) (I1.1, I1.7 and I1.10).



Policies

1.21.10 - Accommodate a full diversity of commercial uses, including retail, office, food sales and service, general merchandise, apparel and accessories, dry goods, furniture, financial services, personal services, and entertainment, and cultural uses (I1.1 and I1.7).

1.21.11 - Encourage and accommodate the continued development of uses associated with the design industries, such as home and office furnishings, clothing, and art (I1.1, I1.7 and I1.13).

1.21.12 - Accommodate professional offices on the second level or higher of buildings (I1.1 and I1.7).

1.21.13 - Accommodate housing units on the second level or higher or to the rear of buildings provided that the residential and commercial spaces are fully separated (except for artist lofts), the impacts of noise, odor, and other adverse characteristics of commercial activity can be adequately mitigated, and a healthy, safe, and well designed environment is achieved for the residential unit(s) (I1.1 and I1.7).

1.21.14 - Allow commercial lots fronting onto Rosewood Avenue to be developed for parking uses for the expansion of adjacent existing nonprofit organizations or residential in accordance with Policies 1.21.21 or 1.26.11-1.26.30 (I1.1 and I1.7).

Development Intensity/Height

1.21.20 - Permit a maximum building area, excluding parking, expressed as the ratio of building area to lot size (floor area ratio), of 1.5 and height of 35 feet (3 stories) above grade for parcels developed exclusively for commercial uses (I1.1 and I1.7).

Bonus Incentives

1.21.21 - Permit a maximum additional floor area ratio of 0.5, or a total of 2.0, for the incorporation of residential units with the commercial, provided that all bonus area is developed for residential and the 35-foot (3-story) height limit is maintained (I1.1 and I1.7).

Design Standards

1.21.30 - Require that all uses and buildings enhance pedestrian activity along Beverly Boulevard in accordance with the land use and urban design policies and standards specified for Issue Six (Policies 1.37.1-1.37.8) (I1.1, I1.7 and I1.10).

1.21.31 - Require that parking structures and lots developed on parcels between Beverly Boulevard and Rosewood Avenue be set back a minimum of fifteen (15) feet from the Rosewood Avenue property line, incorporate landscaped open space in this area, and not exceed a height of thirty-five (35) feet (I1 through I8).

Development Intensity/Height

Design Standards

k. Fairfax Avenue

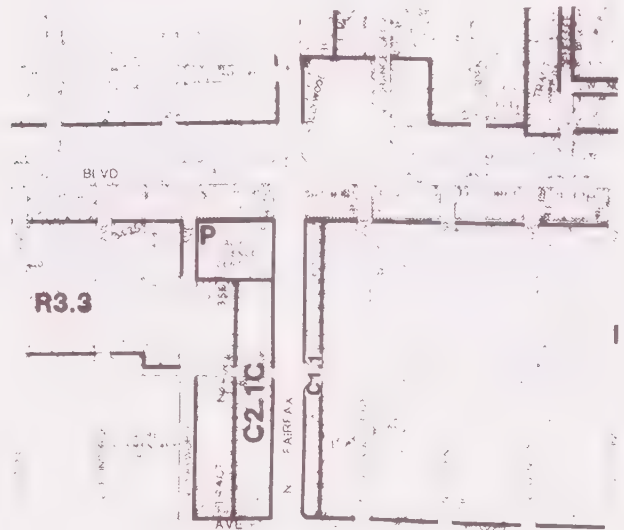
Objective

1.23 - Continue and enhance the role of the areas along Fairfax Avenue, south of Santa Monica Boulevard provides of local-serving commercial, offices, and related uses and maintain its low-rise character to assure compatibility with adjacent residences (Sub-area 13, map designations C21.1C and 1.1).

Permitted Uses

1.22.20 - Permit a maximum building area, excluding parking, expressed as the ratio of building area to lot size (floor area ratio), of 1.0 and height of 25 feet (2 stories) above grade for parcels developed for commercial or mixed commercial and residential uses (I1.1 and I1.7).

1.22.30 - Require that all uses and buildings enhance pedestrian activity along Robertson Boulevard in accordance with the land use and urban design policies and standards specified for Issue Six (Policies 1.37.1-1.37.8) (I1.1, I1.7 and I1.10).



Policies

1.23.10 - Accommodate a full diversity of retail commercial uses, food sales and service, general merchandise, apparel and accessories, dry goods, furniture, home improvement, gardening, financial services, and personal service (I1.1 and I1.7).

1.23.11 - Accommodate professional offices on the second level or higher of buildings (I1.1 and I1.7).

1.23.12 - Accommodate housing units on the second level or higher or to the rear of buildings provided that the residential and commercial spaces are fully separated (except for artist lofts), the impacts of noise, odor, and other adverse characteristics of commercial activity can be adequately mitigated, and healthy, safe, and well designed environment is achieved for the residential unit(s) (I1.1 and I1.7).

1.23.13 - Allow for the expansion of residential sites onto abutting commercial properties on the east side of Fairfax Avenue, provided that they are adequately buffered from the street and adjacent commercial uses and do not reduce the integrity of the commercial district (I1.1).

Development Intensity/Height

1.23.20 - Permit a maximum building area, excluding parking, expressed as the ratio of building area to lot size (floor area ratio), of 1.5 and height of 35 feet (3 stories) above grade for parcels developed exclusively for commercial uses on the west side of Fairfax Avenue (I1.1 and I1.7).

1.23.21 - Permit a maximum building area, excluding parking, expressed as the ratio of building area to lot size (floor area ratio), or 1.0 and height of 25 feet (2 stories) above grade for parcels developed exclusively for commercial uses on the east side of Fairfax (I1.1 and I1.7).

Bonus Incentives

1.23.22 - Permit a maximum additional floor area ratio of 0.75, or a total of 2.25, for the incorporation of residential units with the commercial, provided that all bonus area is developed for residential and the 35-foot (3-story) height limit is maintained on the west side of Fairfax Avenue (I1.1 and I1.7).

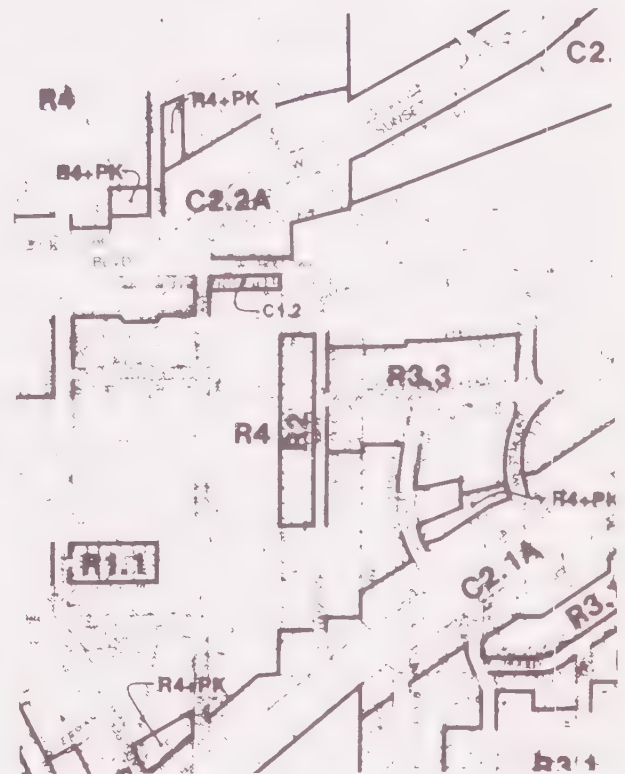
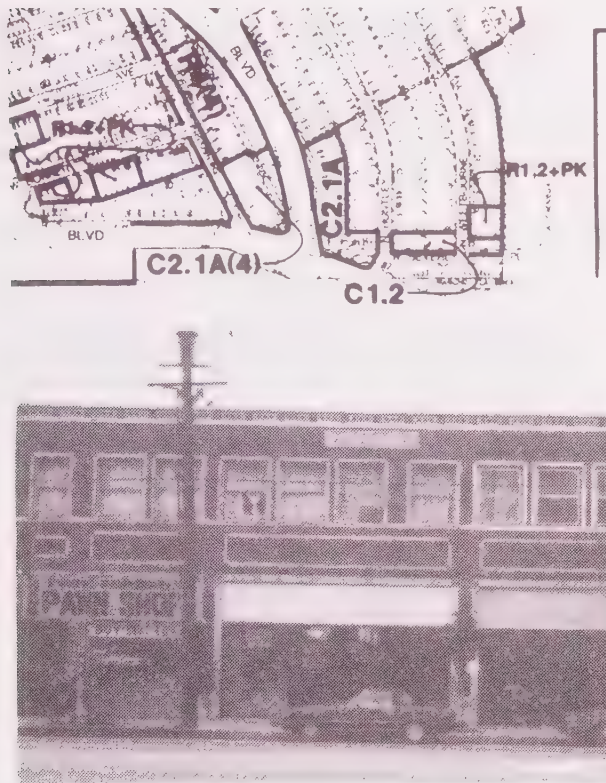
Design Standards

1.23.30 - Require that all uses and buildings enhance pedestrian activity along Fairfax Avenue in accordance with the land use and urban design policies and standards specified for Issue Six (Policies 1.37.1-1.437.8) (I1.1, I1.7 and I1.10).

1. Local-Serving Nodes

Objective

1.24 - Maintain and enhance existing local-serving and specialized commercial nodes at the intersections of Hayworth Avenue and Fountain Avenue and Holloway Drive and Palm Avenue and along Beverly Place (Sub-area 14, map designation C1.2).



Policies

1.24.10 - Accommodate a diversity of local-serving commercial uses, including retail, office, food sales and service, general merchandise, apparel and accessories, dry goods, furniture, home improvement, gardening, financial services, and personal services on the ground floor of buildings (I1.1 and I1.7).

Permitted Uses

Development Intensity/Height

1.24.11 - Accommodate housing units on the second level or to the rear of buildings provided that the residential and commercial spaces are fully separated (except for artist lofts), the impacts of noise, odor, and other adverse characteristics of commercial activity can be adequately mitigated, and a healthy, safe, and well designed environment is achieved for the residential unit(s) (I1.1 and I1.7).

Design Standards

1.24.20 - Permit a maximum building area, excluding parking, expressed as the ratio of buildings area to lot size (floor area ratio), of 1.0 and height of 25 feet (2 stories) above grade for parcels developed exclusively for commercial uses (I1.1 and I1.7).

1.24.30 - Require that all uses and buildings enhance pedestrian activity along Fountain Avenue in accordance with the land use and urban design policies and standards specified for Issue Six (Policies 1.37.1-1.37.8) (I1.1, I1.7 and I1.10).

3. Residential Land Uses

Objective

1.25 - Provide for the development of new housing in all areas of the city, while protecting the character and scale of existing residential neighborhoods.



Permitted Uses

Policies

1.25.10 - Accommodate new residential development in accordance with the Land Use Plan Map (I1.1 through I1.8 inclusive).

Density

1.25.11 - Allow for the reconstruction or replacement of residential units which are partially or wholly destroyed or are dilapidated with an equivalent number of units on the same parcel if the maximum permitted density is less than the existing number of units and that all required parking is provided (I1.1).

1.25.20 - Define for each classification of residential density a minimum amount of lot area which must be provided for each unit based on the permitted density and number of habitable rooms (I1.1 and I1.3).

1.25.21 - Define a minimum and maximum size for each type and density of housing unit to maintain the scale and character of existing residential neighborhoods and minimize the impacts of building bulk and mass (I1.1).

Design Standards

1.25.30 - Establish zoning which encourages developers to design residential projects which maintain the scale and rhythm of the lot divisions and building siting or use other creative design and planning solutions which establish and maintain a distinctive character and environment for existing residential neighborhoods (I1.1).

1.25.31 - Encourage developers to achieve a high level of architectural design of all residential development, which is reflective of the City's design heritage and enhances the "urban village" character of the City (I1.1, I1.7, and I1.10).

1.25.32 - Encourage and provide incentives to developers for the construction of housing in areas designated for multiple unit densities which reflects the historic courtyard units and meets the following requirements:

- a. Inclusion of clearly defined courtyard space, U, L or O shaped. There must be a distinct outdoor communal space (or series of spaces) which serves as a focus for the housing units, with individual entries to the living units from the space.



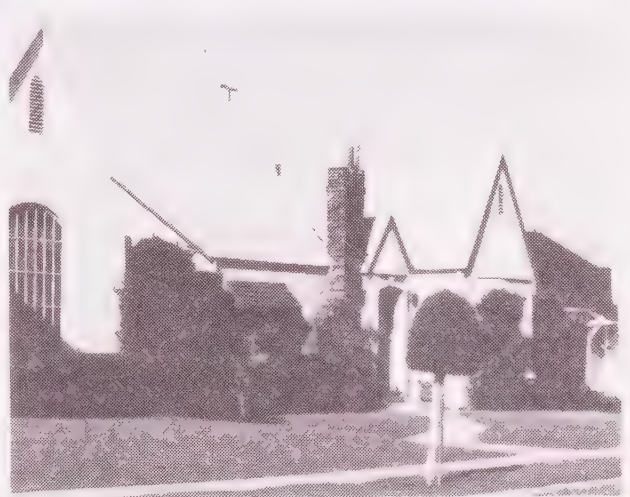
- b. Development of all housing units as “through” units. This means that all units must have an exposure off the courtyard as well as an exposure on at least one other side.
- c. Dedication of the courtyard as a semi-public space which is easily accessed from the street, with a grand processional entry, grand stairs if appropriate, and so on. The courtyard is best if located on the level of the street or a few feet above.
- d. Inclusion and detailing of people-friendly elements, such as balconies, bay windows, stoops, recessed windows, porches, and arcades.
- e. Design of the courtyard space with a distinctive character created through special landscape elements such as fountains, lush landscaping, reflective pools, towers, decorative tile, special entry stairs to second level units.
- f. Exclusion of interior corridors. All units must be entered directly from the courtyard space, nevertheless, two or three units may share a common entry stairs from the courtyard.
- g. Minimization of the parking entry and design it to be architecturally sensitive to and treated as an integral part of the street facade.,
- h. Emphasis of the importance of relationship of the housing project to the context of the street (I1, I6, and I8).

a. Neighborhood Preservation: Low Density



Objective

1.26 - Provide for the retention and maintenance of existing residential neighborhoods which are primarily developed with single-family houses and duplexes and ensure that new development is compatible with and complements, in scale and architecture, existing structures where a distinctive neighborhood character exists (Sub-area 15, map designations R1.1 and I1.2).



Policies

1.26.10 - Require that areas characterized by the presence of single-family detached units be restricted to one unit per lot in areas designated R1.1 (I1.1 and I1.7).

1.26.11 - Require that existing low density neighborhoods predominantly containing single-family detached and duplex units be preserved at their prevailing densities, allowing one or two units per lot (14 units per acre) in the areas designated R1.2 (I1.1 and I1.7).

1.26.20 - Limit new building heights to 25 feet and two stories and a loft (I1.1 and I1.7).

1.26.30 - Require that new residential development be compatible with and complement existing structures, including the

- a. maintenance of the predominant or average existing front yard setbacks;

Permitted Uses and Densities

Height

Design Standards

b. use of compatible building materials, colors, and forms, while allowing flexibility for distinguished architectural design solutions;

c. use of site landscape to complement the architectural design of the structure

d. limitation of front yard paving for driveways with a maximum width of 24 feet, or 40 percent of the property frontage, whichever is less; and

e. covering of all required on-site parking (I1, I6 and I8).

b. Medium Density Residential



Objective

1.27 - Provide for the retention and maintenance of the existing scale of multi-family neighborhoods which are characterized by a predominance of one- and two-story structures and ensure that new development is compatible with and complements, in scale and architecture, existing structures where a distinctive neighborhood character exists (Sub-area 16, map designation R2).



Policies

1.27.10 - Require that existing multi-family neighborhoods predominantly containing low-rise, one- or two-story structures be preserved at the prevailing scale, allowing development to the following standards:

Permitted Uses, Densities and Height

- a. Individual lots of less than 4,000 square feet: 2 units per lot.
- b. Individual lots of 4,000-6,000 square feet: 3 units per lot.
- c. Individual lots or parcels exceeding 6,000 square feet: 3 units per each 6,000 square feet of land (approximately 22 units per acre), and height of 25 feet and two stories and a loft in the areas designated as R2, provided that the units are designed and sited to respect the rhythm and scale of existing lot divisions and development, or use other creative solutions to establish and maintain a distinctive character and environment for the residential neighborhood (I1.1, I1.3, and I1.7).

Design Standards



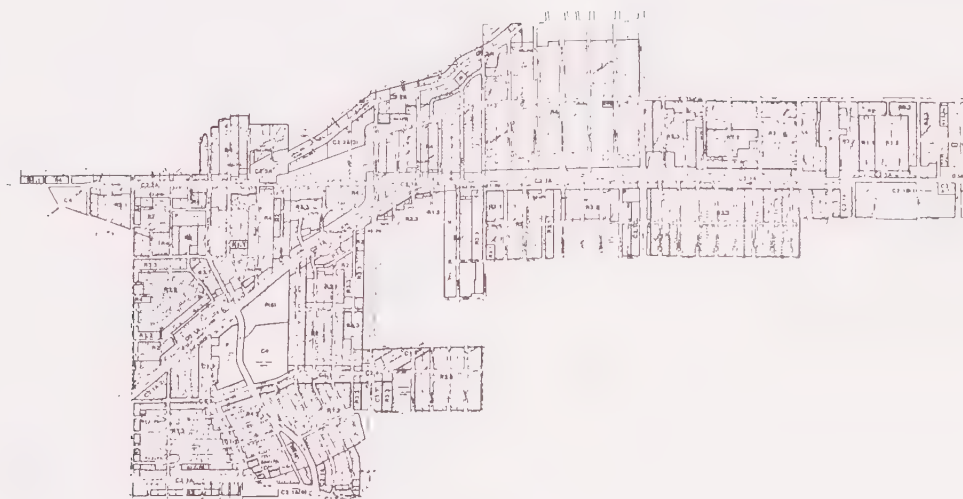
1.27.30 - Require that new residential development be compatible with and complement existing structures, including the

- a. maintenance of the predominant or average existing front yard setbacks, except for balconies or building extensions to achieve additional common courtyard area;
- b. use of compatible building materials, colors, and forms, while allowing flexibility for distinguished architectural design solutions;
- c. use of site landscape to complement the architectural design of the structure;
- d. limitation of front yard paving for driveways with a maximum width of 24 feet or 40 percent of the property frontage, whichever is less;
- e. covering of all required on-site parking;
- f. use of a minimum of 50 percent of the street-facing facade of the building at the graded elevation of the site for occupiable space and entries, unless inappropriate, where the intent shall be preserved by the use of architectural design elements which shall visually convey the sense of occupiable space;

- g. incorporation of a minimum of 60 percent of the required common open space at grade or the level of the first habitable floor;
- h. design of common space so that it is easily accessible and of sufficient size to be usable by residents;
- i. inclusion of entries which convey a sense of individual identity for each residential unit at the lowest habitable level facing a public street or courtyard; and
- j. recognition of the existing pattern of lot widths or use of other creative design and siting solution to enhance the character of the residential neighborhood (I1.1, I1.7, and I1.10).

1.27.31 - Encourage that multi-unit residential structures incorporate architectural design details and elements which provide visual character and interest, avoiding flat planar walls and "box-like" appearances, and reflect the heritage of significant structures in the City (e.g., use of courtyards, balconies, offset planes and levels, deeply recessed or projecting windows, sloping roofs, and extensively landscaped yards) (I1.7 and I1.10).

c. Medium-High Density Residential



Objective

1.28 - Provide for continued development of multi-family units in areas which are characterized by a significant mix of two- and three-story structures, ensuring that new development is compatible in scale and character with existing structures (Sub-area 17, map designation R3.1, 3.2, and 3.3).

Permitted Uses and Densities

Height



Design Standards

Policies

1.28.10 - Permit the development of multi-family residential units at a maximum density of 36 units per gross acre in areas characterized by a predominant mix of two- and three-story structures, as depicted on the Land Use Plan Map (I1.1, I1.3 and I1.7).

1.28.20 - Restrict building heights to 25 feet and two stories in areas which are predominantly developed at two stories, in areas designated as R3.1 (I1.1 and I1.7).

1.28.21 - Restrict building heights to 35 feet and three stories in areas developed with a mix of two- and three-story buildings, in areas designated as R3.2 (I1.1 and I1.7).

1.28.22 - Restrict building heights to 42 feet (4 stories) in areas where the average height of 75 percent of all structures on the side of the block in which the parcel is located is 40 feet or greater; 35 feet (3 stories) when it is between 39 and 30 feet; and 25 feet (2 stories) when it is 29 feet and less in the areas designated R3.3, however, these heights may be increased to the average of the two immediately abutting buildings (to a maximum of 42 feet) when the latter exceeds the permitted heights (I1.1 and I1.7).

1.28.30 - Require that new residential development be compatible with and complement existing structures, including the

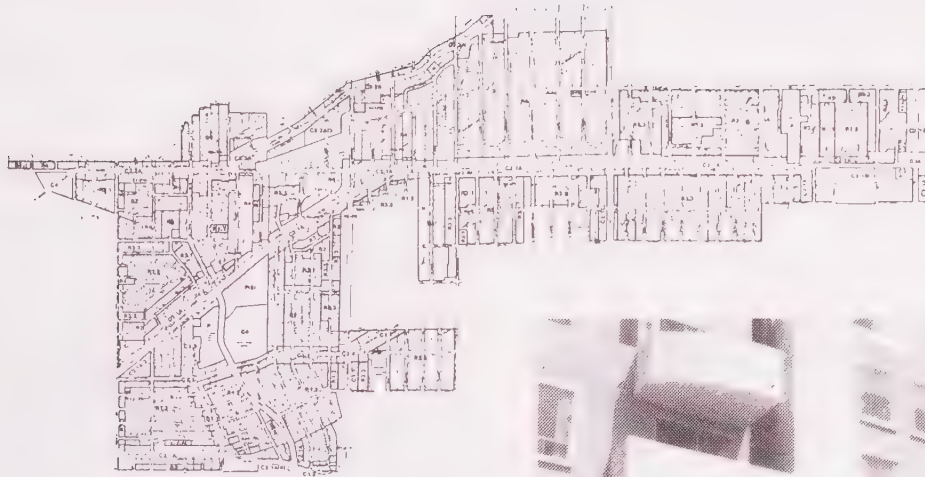
- a. maintenance of the predominant or average existing front yard setbacks, except for balconies or building extensions to achieve additional common courtyard area;



- b. inclusion of a vertical setback of one foot for every two feet in height above the second story along 50 percent of the building front;
- c. use of compatible building materials, colors, and forms, while allowing flexibility for distinguished architectural design solutions;
- d. use of site landscape to complement the architectural design of the structure;
- e. limitation of front yard paving for driveways with a maximum width of 24 feet, or 40 percent of the property frontage, whichever is less;
- f. covering of all required on-site parking;
- g. use of a minimum of 50 percent of the street-facing facade of the building at the graded elevation of the site for occupiable space and entries, unless inappropriate, where the intent shall be preserved by the use of architectural design elements which shall visually convey the sense of occupiable space;
- h. incorporation of a minimum of 60 percent of the required common open space at grade or the level of the first habitable floor;
- i. design of common space so that it is easily accessible and of sufficient size to be usable by residents; and
- j. inclusion of entries which convey a sense of individual identity for each residential unit at the lowest habitable level facing a public street or courtyard (I1.1, I1.7 and I1.10).

1.28.31 - Encourage that multi-unit residential structures incorporate architectural design details and elements which provide visual character and interest, avoiding flat planar walls and “box-like” appearances, and reflect the heritage of significant structures in the City (e.g., use of courtyards, balconies, offset planes and levels, deeply recessed or projecting windows, sloping roofs, and extensively landscaped yards) (I1.7 and I1.10).

d. High Density Residential



Objective

1.29 - Provide for continued development of high density multi-family units in areas which are characterized by the predominance of mid-rise, high density apartments and condominiums, ensuring that new development is compatible in scale and character with existing structures (Sub-area 18, map designation R4).



Policies

1.29.10 - Permit the development of multi-family residential units at a maximum density of 50 units per gross acre in areas characterized by existing very high density development, designated as R4 on the Land Use Plan Map (I1.1, I1.3 and I1.7).

Permitted Uses and Densities

Height

1.29.20 - Permit the development of residential buildings in these areas to a maximum height of 45 feet and four stories, except when the parcel is developed for congregate care, seniors units, and similar facilities where the height may be exceeded based on Planning Commission approval (I1.1 and I1.7).

Design Standards

1.29.30 - Require that new residential development be compatible with and complement existing structures, including the

- a. maintenance of the predominant or average existing front yard setbacks, except for balconies or building extensions to achieve additional common courtyard area;
- b. inclusion of a vertical setback of one foot for every two feet in height above the second story along 50 percent of the building front;
- c. use of compatible building materials, colors, and forms, while allowing flexibility for distinguished architectural design solutions;
- d. use of site landscape to complement the architectural design of the structure;
- e. limitation of front yard paving for driveways with a maximum width of 24 feet, or 40 percent of the property frontage, whichever is less;
- f. covering of all required on-site parking;
- g. use of a minimum of 50 percent of the street-facing facade of the building at the graded elevation of the site for occupiable space and entries, unless inappropriate, where the intent shall be preserved by the use of architectural design elements which shall visually convey the sense of occupiable space;
- h. incorporation of a minimum of 60 percent of the required common open space at grade or the level of the first habitable floor;

- i. design of common space so that it is easily accessible and of sufficient size to be usable by residents; and
- j. inclusion of entries which convey a sense of individual identity for each residential unit at the lowest habitable level facing a public street or courtyard (I1.1, I1.7 and I1.10).

1.29.31 - Encourage that multi-unit residential structures incorporate architectural design details and elements which provide visual character and interest, avoiding flat planar walls and “box-like” appearances, and reflect the heritage of significant structures in the City (e.g., use of courtyards, balconies, offset planes and levels, deeply recessed or projecting windows, sloping roofs, and extensively landscaped yards) (I1.7 and I1.10).

4. Mixed Land Uses

a. Commercial Parking and Residential



Objective 1.30

Ensure that existing commercial parking lots located in residential districts are maintained or, if removed, replaced with residential uses.

Permitted Uses

b. Artist Lofts and Studios

Objective

1.31 - Provide opportunities for artists to have studios in concert with residential units.

Permitted Uses

5. Institutional and Public Uses

Objective

1.32 - Provide for the development of public and private institutional uses (religious facilities, educational facilities, libraries, civic buildings, etc.) throughout the city and ensure that they are compatible with and complement adjacent land uses.

Policies

1.30.10 - Permit the continued use of existing parking lots in residential areas which furnish capacity for adjacent commercial uses, provided that they are adequately maintained, buffered from adjacent residences, and precluded from development with new or expanded parking structures (I1.1 and I1.7).

1.30.11 - Permit the development of residential uses as a replacement of existing commercial parking lots in residential areas, when the reduced parking is offset by additional supply elsewhere, at the densities and standards prescribed for the underlying residential designation (I1.1 and I1.7).

Policies

1.31.10 - Allow the development of artist studios in concert with high density residential units in areas designated for 36 and 50 units per gross acre (R3.1, 3.2, and 3.3 and R4) (I1.1 and I1.7).

1.31.11 - Prohibit the use of artist studios in residential areas for galleries, showrooms, or other functions requiring additional parking or adversely impacting the residential character of the area (I1.1 and I1.7).

Permitted Uses



Policies

1.32.10 - Allow for the development of a governmental agency or services building (administrative, police, fire, and other) in areas designated for public or commercial use and easily accessible to residents and other users (I1.1 and I1.7).

1.32.11 - Allow for the development of public educational facilities in areas designated for public or residential use (I1.1 and I1.7).

1.32.12 - Retain all school sites that are needed to meet future educational needs and determine the appropriate reuse of surplus school property in context of the city's open space, recreation, and housing needs (I1.7, I1.8 and I1.12).

1.32.13 - Allow for the development of resident-serving public cultural facilities (libraries and museums) in areas designated for public, commercial, or residential use (I1.1 and I1.7).

1.32.14 - Provide for the development of municipal parking structures along commercial and mixed-use street frontages whose ground floor is allocated for neighborhood-serving commercial uses (I1.1 and I1.7).

1.32.15 - Ensure that all public lands are efficiently utilized; encouraging the use of air rights above parking lots, consolidation of multiple public functions into single buildings, and joint use of public space by multiple agencies (I1.1 and I1.7).

1.32.16 - Allow for the development of religious facilities in areas designated for multiple-unit residential use, R2, R3, and R4 (I1.1 and I1.7).

1.32.17 - Encourage that the first priority for the reuse of surplus publicly-owned property be for public uses (I1.1, I1.4, and I1.6).

Design Standards

1.32.18 - Allow for the reuse of surplus publicly- and privately-owned institutional properties for private use, with the type and density/intensity of use to be permitted on the site determined by its compatibility with the type, character, and density/intensity of adjacent uses, objectives for the area defined by this plan, and formulation and approval of a specific or development plan (I1.1, I1.5 and I1.6).

1.32.30 - Require that public and private institutional uses are compatible with adjacent land uses, including the following conditions:

- a. building siting, massing, and scale shall be consistent with adjacent uses;
- b. structures should be designed to a high level of architectural quality, being a visual asset in the area in which they are located;
- c. architectural design should be distinctive and complement adjacent uses and not create a staccato image in the existing pattern of development;
- d. landscaping shall be incorporated with the building's design and reflect the overall visual character of the district or neighborhood in which it is located;
- e. vehicular access shall be sited to minimize impacts on adjacent land uses;
- f. sufficient parking shall be provided on-site; and
- g. building and sites shall be designed to enhance the pedestrian character of the City, by opening directly onto sidewalks, except where security is required, providing walkways, other pedestrian linkages, and other amenities and incorporating public open activity spaces (I1.1, I1.7 and I1.10).

6. High Occupancy/Activity Uses

Objective

1.33 - Ensure that uses characterized by high occupancy or intensity of activity or unique use which may yield adverse impacts on adjacent uses be sited, designed, and managed to mitigate such impacts.

Permitted Uses

Development Standards

Policies

1.33.10 - Mitigate the impacts, by limiting the number, controlling the locations or using other restrictions on the development of commercial uses whose activities could adversely impact adjacent residences, schools, or other uses, such as alcohol sales, gasoline stations, automobile and truck repair and parts, 24-hour markets, fast food establishments, entertainment (nightclubs, concert halls, dance clubs, etc.), video arcades, restaurants and bars, and adult businesses (I1.1 and I1.7).

1.33.30 - Require the following mitigation measures for high occupancy, high intensity activity, and unique commercial uses:

- a. limitation of ambient noise generated by the site on adjacent uses;
- b. enclosure of all visually unattractive facilities and equipment;
- c. limitation of frequency of location so that the cumulative presence of such uses does not result in physical or economic blight or adversely impact adjacent residential uses;
- d. provision of adequate parking;
- e. siting of site access so that it does not adversely impact adjacent uses;
- f. use of architectural design styles, materials, forms, massing, and scale which is consistent with and complements adjacent uses;
- g. incorporation of extensive landscape to create a visually-pleasing appearance;

- h. incorporation of lighting on the building to emphasize architectural details, materials, surface treatments, and/or colors, and avoidance of “garish”, excessively bright, or glaring illumination;
- i. use of site lighting which minimizes spill-over onto adjacent residential properties; and
- j. possible limitation on hours of operation (I1, I6, I7 and I8).

C. ISSUE THREE: RETENTION OF NEIGHBORHOOD COMMERCIAL USES

Objective

1.34 - Protect existing local-serving commercial uses from displacement by higher value and “upscale” uses which do not provide for the day-to-day needs of the residents and ensure that adequate additional such uses to meet the needs of the resident population are provided and located in close proximity to the residents.



Policies

1.34.1 - Establish standards and regulations which ensure that adequate local-serving commercial uses are retained throughout the City’s commercial and mixed-use districts and located to be easily accessible to residents (I1.1 and I1.20).

1.34.2 - Encourage the retention of all existing full service supermarkets and, if removed, encourage an economically-viable replacement within a five-minute walk of the former location (I1.7, I1.8 and I1.20).

1.34.3 - Incorporate local-serving commercial uses in the ground level of all municipal parking structures developed in areas designated for commercial and mixed use (I1.1, I1.7, and I1.20).

1.34.4 - Require that new large scale mixed-use development projects incorporate local-serving commercial services and uses, unless inappropriate due to the unique use or location of the site (I1.1, I1.4, I1.5, I1.7, and I1.20).

D. ISSUE FOUR: PROVISION OF AFFORDABLE HOUSING

Objective 1.35

Provide for the development of housing for low and moderate income households and senior citizens which is compatible with and complements adjacent uses and located in close proximity to public and commercial services.

Policies

1.35.1 - Permit a bonus residential density, in accordance with California State law, of 25 percent in areas of the city designated for multi-family residential densities, or other incentives of equivalent financial value, provided that:

- a. At least twenty-five percent of the total units in the project excluding the bonus density are restricted to the rental or purchase by persons and families of low or moderate income; or
- b. At least ten percent of the total units in the project excluding the bonus density, are restricted to rental or purchase by low income households; or
- c. At least fifty percent of the total dwelling units in a housing development, excluding the bonus density, are for persons 62 years of age or older, or 55 years of age or older in a senior citizen housing development; or
- d. At least thirty-three percent of the total units, excluding the bonus density, or a condominium project which is a conversion from existing apartments, are restricted to the purchase by persons and families of low or moderate income; or
- e. At least fifteen percent of the total units, excluding the bonus density, of a condominium project which is a conversion from existing apartments, are restricted to purchase by lower income households.

and according to the following standards:

- a. Buildings shall be designed to be compatible with and complement the scale and character of adjoining land uses;
- b. Structures shall be limited to the permitted height limit of the land use zone.



- c. Traffic impacts attributable to the bonus density can be adequately mitigated (I1.1, I1.7 and I1.10).

1.35.2 - Permit a bonus residential density of 14 units per acre above the 22 units per acre permitted by the underlying residential designation in areas designated as R-2 for a cumulative density of 36 units per acre, and above the 36 units per acre in areas designated as R3.1, R3.2, and R3.3, for a cumulative density of 50 units per acre, for the development and permanent dedication of all the bonus units for low and moderate income household and/or seniors under the following conditions:

- a. buildings shall be designed to be compatible with and complement the scale and character of adjoining land uses;
- b. structures shall be restricted to the prescribed height limit of the zone; and
- c. traffic impacts on the neighborhood attributable to the bonus density shall be mitigated (I1.1, I1.7, and I1.10).

1.35.3 - Permit a bonus residential density of 50 percent in areas of the city designated for 50 units per acre for a total density of 75 units per acre within the prescribed height limits, except for congregate care and senior facilities whose height may be exceeded on Planning Commission approval, for the development and permanent dedication of 50 percent of the total units for low and moderate income households and senior citizens, under the following conditions:

- a. a maximum of 20 percent of any block may be developed at the bonus density except when the R4 land use designation applies to less than 80 percent of the block, wherein the limitation shall apply to the cumulative land area designated as R4 on immediately or nearby abutting blocks; however, this limit may be exceeded when it precludes a financially viable project or one of sufficient size, provided that there is no undue concentration of high density buildings in any area and the project meets all other criteria;

- b. priority shall be given to locating such projects along principal streets adjacent to public transit routes, and commercial uses, and in areas of less than 8 percent slope;
- c. buildings shall be designed to be compatible with and complement the scale and character of adjoining land uses;
- d. structures shall be limited to the prescribed height limit of the zone;
- e. traffic impacts on the neighborhood attributable to the bonus density shall be mitigated; and
- f. smaller units than normally permitted shall be allowed for congregate care facilities (I21, I6 and I8).

1.35.4 - Consider, as an alternative means of satisfying the affordable housing requirements of a development project, the transfer and incorporation of the project's mandated affordable units in a development project at another site in the City (in addition to that site's affordable unit requirements) or purchase and dedication of existing market rate units at another site as affordable units (I1, I4, and I6).

E. ISSUE FIVE: CHARACTER AND SCALE OF COMMERCIAL DISTRICTS

Objective

1.36 - Preserve the predominant low-rise, small to moderate scale of the city's commercial corridors.

Policies

1.36.1 - Allow new commercial and mixed use development in accordance with the prescribed floor area ratio and height limits (I1.1).

1.36.2 - Encourage and establish practical incentives for the adaptive reuse of existing low-rise, small-scale buildings in the City, which may include the subsidization of low interest loans, financial grants, reduction of permit fees and exactions, reduction of on-site parking requirements when parking can be provided in a nearby municipal structure or shared-facility in accordance with an area parking plan, or other pertinent methods (I1.18).

1.36.3 - Encourage the retention of existing buildings by considering methods to compensate for increased parking requirements for adaptive reuse and building improvements which may include:

- a. Participating in a parking assessment district in which owners can pay and are credited for spaces which would be provided in a nearby municipal parking structure or lot; or
- b. Reduction of the parking requirement for reuse or expansion of existing buildings (to a specified maximum percentage); or
- c. Reduction of the in-lieu fee for rehabilitation or expansion of existing buildings (up to a certain percentage); or
- d. Other appropriate techniques accepted by the City (I1.1).

F. ISSUE SIX: PEDESTRIAN CHARACTER OF STREETS

Objective

1.37 - Provide for a physical form, scale, and design of development and accommodate uses which induce and enhance the positive and social use and high levels of pedestrian activity along the City's commercial streets (as depicted in Figure 4).



Policies

1.37.1 - Provide for enhanced pedestrian activity along commercial and mixed-use street frontages by the following:





SHOWCASE WINDOWS, HIGH VISIBILITY

OUTDOOR DINING

VARIEGATED FACADE

PLANTERS

VARIEGATED CORNICE

ARTICULATED FACADE DETAILS

AWNING

SIGNAGE INTEGRATED WITH AWNING

EXTENSIVE LANDSCAPE

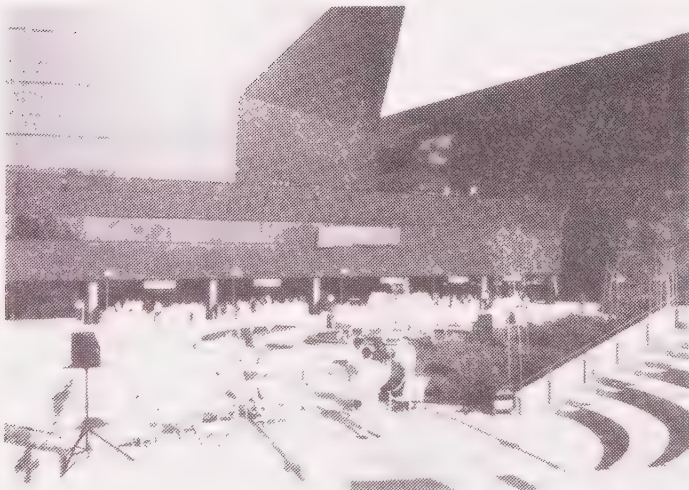
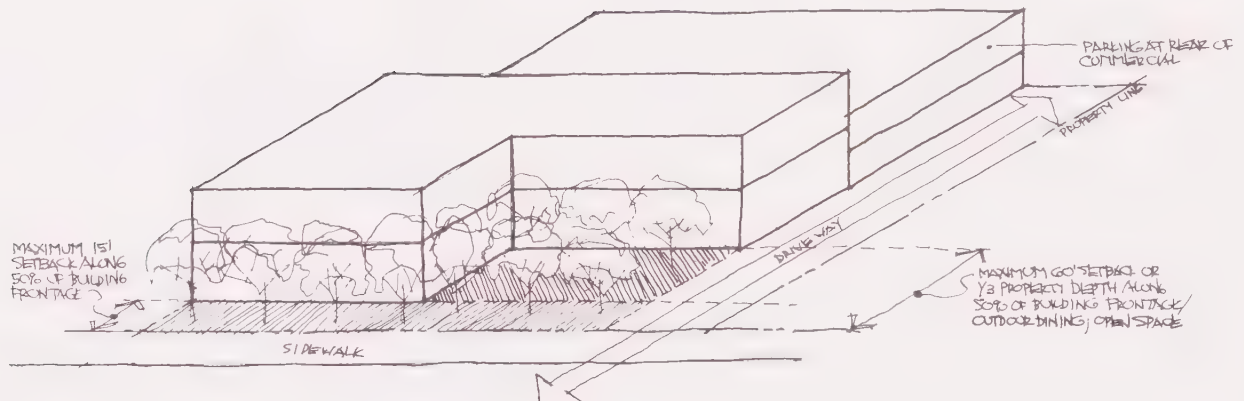
RECESSED ENTRY

DISPLAY KIOSK

Figure
4

TYPICAL CHARACTERISTICS OF PEDESTRIAN - ORIENTED USES

- a. require that building frontages be located in close proximity to sidewalks, except for (1) setbacks to accommodate outdoor dining and plazas, provided that such setbacks do not exceed a depth of one-third of the lot depth, or 60 feet, whichever is smaller, for 50 percent; and (2) internal courtyards, plazas, and walkways which may be located on any portion of the site;



- b. require that the first level of a building occupy a minimum of 75 percent of the lot's total linear frontage, except for areas required by code for vehicular access and in accordance with preceding setback requirements;
- c. allow for the development of commercial store fronts and open spaces below the sidewalk grade, provided that pedestrian activity is not adversely impacted;
- d. require that the development of outdoor plazas and dining areas be visually attractive, usable and accessible by the public, and incorporate extensive landscape, street furniture, and pedestrian-oriented amenities;
- e. require that the ground floor elevation of a building facing the sidewalk must be visually and physically "penetrable", incorporate architectural elements to provide visual interest and relief from flat surfaces (e.g., textured materials, offset planes, differentiated piers and columns, recessed entries and windows, and awnings), and compatibly landscaped;

- f. restrict the types of uses which be be located within the ground floor of a structure facing a sidewalk to those which are "pedestrian-friendly" (such as high customer turnover uses such as restaurants, clothing stores, food stores, health clubs, personal services, and community service organizations) for a minimum of seventy (70) percent of any block of the first 50 feet of building depth; and
- g. allow variations from these standards when existing structures are recycled for differing tenants or use when such standards are infeasible or cannot be reasonably achieved (I1.1, I1.7, and I1.10).

1.37.2 - Require that a minimum of 50 percent of the first occupiable floor of the street frontage of a structure be located within two feet at any point of the sidewalk elevation at the abutting property line (I1.1, I1.7 and I1.10).

1.37.3 - Encourage the development of landscaped open space setbacks and plazas between the sidewalk and commercial building at the approximate elevation of the abutting sidewalk (I1.1 and I1.10).

1.37.4 - Encourage the development of outdoor cafes, flower sales stalls or kiosks, and other uses which are compatible with and stimulate pedestrian activity (I1.1 and I1.10).

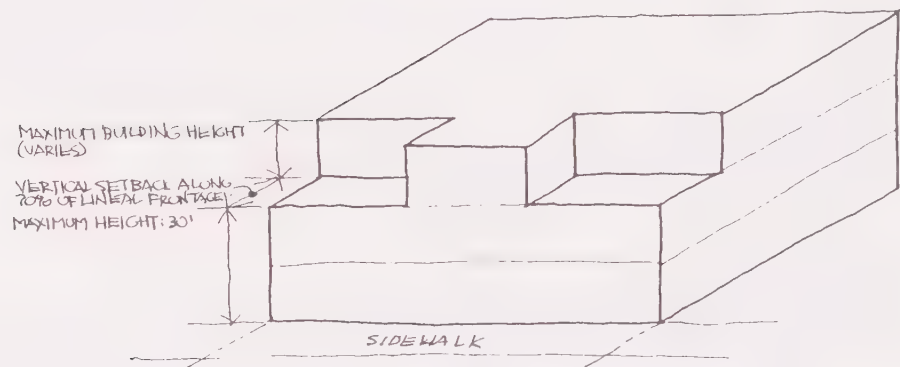
1.37.5 - Require that public open spaces and plazas and outdoor commercial uses be well maintained and kept free of debris (I1.1 and I1.11).

1.37.6 - Encourage the use of awnings (constructed of durable, fade-resistant, and easily maintainable materials), overhangs, porticoes, trellises, and other design elements which provide protection to pedestrians and require that these be located at a height to provide sufficient room for pedestrians (I1.1 and I1.10).



1.37.7 - Require that height and bulk impacts of buildings be minimized on pedestrian areas by setting back the upper levels according to the following standards for the first 20 feet of parcel depth:

- a. 0-30' height: none required
- b. 31'-45' height: 8" for each additional 12" of height for 70 percent of the elevation (the balance requires no setback)
- c. 46'-60' height: 8" for each additional 12" of height for 100 percent of the elevation (I1.1).



1.37.8 - Allow the construction of towers and other architectural projections to a maximum height of 25 feet above the height permitted by the underlying land use classification where these contribute to and are integral with an extremely high level of architectural design performance, under the following conditions:

- a. the portion of structure exceeding the height limit shall be non-occupiable;
- b. extensions will be limited to 10-15 percent of the total roof area; and
- c. extensions shall not result in adverse shadows on adjacent properties (I1.1 and I1.7).

1.37.9 - Develop streetscape improvements in accordance with the public improvement urban design policies (2.1.1-2.6.3) (I1.6 and I1.13).

Objective

1.38 - Promote a high quality pedestrian environment throughout residential neighborhoods and as linkages to commercial districts and recreational uses.

Policies

1.38.1 - Require the installation and maintenance of street trees in accordance with a Street Tree Master Plan and urban design policies (2.1.1-2.1.10) (I1.1 through I1.7 inclusive, and I1.10 and I1.13).

1.38.2 - Require new residential structures to be set back at distances consistent with existing buildings except where encroachment is necessary to achieve the development of additional courtyard units, and that such setbacks be adequately landscaped and maintained (I1.1, I1.7 and I1.10).

1.38.3 - Require that residential uses provide direct and convenient access to abutting sidewalks (I1.1, I1.7 and I1.10).

G. ISSUE SEVEN: INTERFACE OF DIFFERING LAND USES

Objective

1.39 - Provide for adequate physical and visual buffers between land uses characterized by differing functions, intensity, and/or density to ensure their compatibility and avoid conflicts.



Policies

1.39.1 Require that parcels developed for commercial uses incorporate buffers with abutting residential parcels which adequately protect the residential parcel from the impacts of noise, light, visibility of and from commercial activity, vehicular traffic, and risks to property (I1.1, I1.7, I1.8 and I1.10).

1.39.2 - Require that buffers between commercial mixed-use and residential parcels be developed to a minimum width of fifteen (15) feet, or greater if necessary to adequately protect adjacent residences, which shall incorporate decorative walls and landscape including trees, and be adequately secured (I1.1, I1.7 and I1.10).

1.39.3 - Require that the vertical elevation of commercial and mixed use structures abutting residential parcels be set back in accordance with the pertinent policies and standards, where they are prescribed (I1.1, I1.7 and I1.10).

1.39.4 - Require that on-site lighting for all land uses be unobtrusive and constructed or located so that only the intended area is illuminated, off-site glare is minimized, and adequate safety is provided (I1.1, I1.7, I1.8 and I1.10).

1.39.5 - Require that all commercial and mixed-use building facades facing residential parcels be designed to continue the architectural character established for the street-facing elevations and be aesthetically pleasing (I1.1, I1.7 and I1.10).

1.39.6 - Require that the facade of all parking structures facing residential parcels be enclosed to prevent adverse noise and/or pollutant impacts on the residence(s) and incorporate architectural design elements, such as surface treatments, offset planes, and structural articulation, and landscape to provide visual interest and be compatible with the residence(s) (I1.1, I1.7 and I1.10).

1.39.7 - Require that rooftop parking adjacent to residential areas be enclosed within an adequate distance to prevent adverse noise impacts on the residents, wherein the enclosed parking shall be within the prescribed height limit (I1.1, I1.7, and I1.10).

1.39.8 - Allow open rooftop parking along the commercial street frontage, incorporating sufficient setbacks and sound walls from residential properties to adequately mitigate noise impacts, wherein any sound wall set back a minimum of 50 feet from the building's edge abutting a residential parcel may exceed the building's permitted height (I1.1, I1.7, and I1.8).

1.39.9 - Require that any commercial use characterized by high levels of activity and noise (e.g., entertainment uses and dance clubs) contain the noise impacts on-site (I1.1, I1.7, I1.8 and I1.10).

1.39.10 - Require that air conditioning and other mechanical equipment located on the rooftop of a structure be enclosed or use other elements to prevent adverse noise impacts on adjacent properties and be designed to be architecturally integrated with the building (I1.1, I1.7, and I1.10).

H. ISSUE EIGHT: MAINTENANCE OF STRUCTURES AND IMPROVEMENT OF DETERIORATED STRUCTURES

Objective

1.40 - Ensure that buildings in the City are adequately maintained.

Policies

1.40.1 - Periodically monitor the conditions of buildings in the city and enforce pertinent building and zoning codes where necessary (I1.11).

1.40.2 - Provide programs which educate residential and commercial property owners and tenants regarding methods for the maintenance and upkeep of their property (I1.11 and I1.15).

Objective

1.41 - Encourage the physical upgrading and revitalization of deteriorated and dilapidated buildings and sites.

Policies

1.41.1 - Provide economic assistance and administer educational programs for the improvement of physically deteriorated and blighted structures in the east side of the city, along Santa Monica Boulevard and all other areas for which they may be required (I1.13 and I1.15).

1.41.2 - Consider the use of redevelopment techniques authorized by California Redevelopment Law and other methods for the improvement of commercial and/or residential areas characterized by physical, economic, and/or social blight (I1.6 and I1.13).

1.41.3 - Encourage the assembly of small parcels into larger development sites to facilitate the revitalization of deteriorated or blighted areas where such action is needed and the objective is to achieve the effective economic and physical improvement of the area (I1.4, I1.5, I1.6 and I1.13).

1.41.4 - Provide for the use of a City agency, nonprofit corporation, or other entity to attract new development and facilitate the revitalization of deteriorated areas (I1.13).



I. ISSUE NINE: HISTORICALLY AND ARCHITECTURALLY SIGNIFICANT STRUCTURES

Objective

1.42 - Identify and encourage the preservation of significant architectural, historical, and cultural resources.



Policies

1.42.1 - Compile and maintain a current inventory of architectural, cultural, and historic resources within the city (I1.14).

1.42.2 - Consider the potential establishment of special zones characterized by the presence of significant architectural, historical, and cultural residential resources which would provide (a) guidelines for rehabilitation and new construction, (b) demolition control, and (c) use regulation (I1.1, I1.10 and I1.14).

1.42.3 - Require that significant architectural, historic, and cultural buildings be renovated according to the following guidelines:

- a. A compatible use be located in the structure which requires the minimum alteration to the historical character of the structure and its environment;
- b. Rehabilitation should not destroy the distinguishing feature or character of the property and its environment and removal or alteration of historical architectural features should be minimized;
- c. Renovations should recognize buildings as products of their own time, discouraging alterations to create an appearance inconsistent with the actual character of the buildings;
- d. The existing character of building/house spaces and setbacks should be maintained; and
- e. The existing height, bulk and massing which serves as an important characteristic of the resource should be retained (I1.1, I1.7, I1.10 and I1.14).

1.42.4 - Require that new construction in any designated architectural/historical/cultural district complement the existing structures and open space characteristics (I1.1, I1.7, I1.10 and I1.14).

1.42.5 - Recognize, document and protect historic districts with stylistic or thematic groupings of significance, including:

- a. Sunset Plaza
- b. Old Sherman Thematic Grouping
- c. Fountain Corridor Apartments
- d. Craftsman Style Grouping
- e. Lingenbrink Commercial Building
- f. Santa Monica Boulevard Commercial Groupings
- g. Plummer Park Apartment Groupings (I1.1 and I1.7).

1.42.6 - Recognize, document, and protect Conservation Zones as identified by the 1987 Historic Resources Survey Project, including:

- a. Greenacres/Poinsettia
- b. Laurel Park
- c. Norma Triangle
- d. West Hollywood West
- e. Sunset Strip (I1.1 and I1.7)

Objective

1.43 - Encourage and provide incentives to achieve long-term preservation of significant architectural, historical, and cultural buildings and neighborhoods.

Policies

1.43.1 - Consider the establishment of a program of low-interest rehabilitation loans for the maintenance and upkeep of significant architectural, historical, and cultural buildings (I1.13 and I1.14).

1.43.2 - Consider the relaxation of current building and zoning codes, as necessary, to preserve significant structures, while insuring that basic health and safety goals are met (I1.5, I1.7, I1.10, I1.12 and I1.13).

1.43.3 - Encourage property owners to submit applications to qualify appropriate properties and buildings on the National Register of Historic Places and/or the State Landmark program (I1.13).

Objective

1.44 - Promote community awareness and education concerning the unique and special historical and architectural history of the built environment in the older neighborhoods of West Hollywood.

Objective

1.45 - Provide for the retention and adaptive reuse of buildings of architectural, historical, and/or cultural significance.

1.43.4 - Support any tax incentive, mutual covenants, protective covenants, purchase options, preservation easements, building, fire, and City code modifications and any other methods deemed mutually agreeable between City and landowner which will help to preserve historic resources (I1.13 and I1.14).

1.43.5 - Consider the adaptive reuse of significant architectural and historical residences for a use other than residential, provided that such use is compatible with the neighborhood in which it is located, on approval of the Planning Commission (I1.1 and I1.7).

Policies

1.44.1 - Provide information to property owners who want more information on how to rehabilitate, research, and appreciate their architecturally, historically and culturally significant property (I1.14 and I1.15).

1.44.2 - Utilize to the greatest extent possible the local cable TV channel to produce programming which educates the community on the history and architectural heritage of West Hollywood (I1.14 and I1.15).

1.44.3 - Publish an Historic Walking Tour Brochure providing information on the history of significant structures and sites for residents and visitors to the City (I1.14 and I1.15).

Policies

1.45.1 - Require that existing commercial and residential buildings exhibiting significant architectural styles not be demolished without adequate study of the feasibility of their preservation and demonstration that financing for the replacement use has been secured and all other approvals have been obtained (I1.1, I1.7, I1.10 and I1.14).

1.45.2 - Require review of demolition/rehabilitation of buildings and structures on the City's current inventory of historic and cultural resources (I1.1, I1.7, I1.10 and I1.14).

1.45.3 - Encourage developers of sites containing a significant architectural, historical, or cultural structure to adaptively reuse and expand it, in lieu of demolition and replacement, where financially feasible (I1.4, I1.5, I1.6, I1.7, I1.10, I1.13 and I1.14).

1.45.4 - Encourage developers to incorporate in new construction the building facade or other important architectural details of a significant existing structure when that structure must be replaced (I1.7, I1.10 and I1.14).

1.45.5 - Investigate the feasibility of relocating a significant structure to another site when it must be replaced at its current site (I1.14).

1.45.6 - Make available for purchase by owners plaques to identify all structures, sites, and features of architectural, historical, or cultural significance and encourage owners to display their plaques for public information (I1.14 and I1.15).

J. ISSUE TEN: RELATIONSHIP OF LAND USE TO PUBLIC SAFETY

Objective

1.46 - Provide for a pattern, scale, and design of land uses which promote individual safety.

Policies

1.46.1 - Require that land uses provide lighting, screening, and other elements pertinent to the type of use which provide safety to users of the site and ensure no adverse impacts on adjacent properties (I1.1 and I1.7).

1.46.2 - Encourage the use of “defensible space” concepts in building and site design to promote individual safety of site users (I1.1, I1.7, I1.10 and I1.15).

1.46.3 - Require that entertainment, drinking establishments, and other uses characterized by high activity levels provide adequate safety measures to prevent “spill-over” impacts on adjacent properties (I1.1, I1.7 and I1.10).

K. ISSUE ELEVEN: LAND USE AMENITY

Objective

1.47 - Ensure that new development provides for amenities which contribute to a high quality of life and image for residents, business persons, and visitors to the City.



Policies

1.47.1 - Require that all new development provides open space landscape which contributes to a high quality visual image to the City (I1.1, I1.7 and I1.10).

1.47.2 - Require that commercial uses incorporate landscape along their street frontages which is designed to enhance pedestrian activity (consistent with Policy 1.37.1) and includes trees and shrubs which provide vertical height and mass (I1.1, I1.7 and I1.10).

1.47.3 - Require that all surface parking lots incorporate landscaping along their perimeter and in their interior (I1.1, I1.7 and I1.10).

1.47.4 - Require that residential development incorporate landscape that complements the existing landscape where a high sense of neighborhood quality exists and improves on it where it is deficient (I1.1, I1.7 and I1.10).

1.47.5 - Require that new development contribute a percentage of the total building valuation for the acquisition and installation of art on the project lot, with the possible allocation of a portion of this amount to a City-sponsored arts project (I1.1).

1.47.6 - Encourage new commercial uses to incorporate meeting rooms and other facilities, as appropriate to the use, which would be made available to the City and community groups for public meetings and encourage existing uses with such facilities to make them available for this purpose (I1.1, I1.7, and I1.10).

L. ISSUE TWELVE: RELATIONSHIP TO PHYSICAL SETTING

Objective

1.48 - Ensure that new development is designed to reflect the natural topography of the City.

Policies

1.48.1 - Require that the maximum height of new development located on sloping terrain generally be at an equidistant elevation above grade which follows the natural slope (I1.1 and I1.7).

1.48.2 - Encourage that large-scale development projects located on sloping terrain be designed to reflect the slope, conveying a “sense” of terracing and multiple levels, rather than large, undifferentiated cubic volumes (I1.1, I1.7 and I1.10).

M. ISSUE THIRTEEN: QUALITY OF DEVELOPMENT

Objective

1.49 - Ensure that new construction and renovation of existing structures achieve a high level of architectural and site design quality.

Policies

1.49.1 - Encourage that new structures be designed in architectural styles which reflect the city’s diversity and creativity, yet are compatible in scale and character with the city’s existing buildings within residential neighborhoods and commercial districts (I1.7 and I1.10).

1.49.2 - Retain design professionals on City staff to encourage and negotiate with developers to achieve a high level of design performance in new construction and renovations (I1.10).

1.49.3 - Formulate general design guidelines for residential and commercial uses to assist developers and their architects in the preparation of their plans and facilitate project review (I1.10 and I1.15).

1.49.4 - Require that all design standards for each land use district be met (I1.1, I1.7 and I1.10).

Objective

1.50 - Ensure that signage incorporated on privately-owned structures and sites is visually attractive and provides a high quality image for the City.

Policies

1.50.1 - Require that signage on commercial structures be compatible and integrated with their architectural design (I1.1, I1.7 and I1.10).

1.50.2 - Encourage the use of creative and well-designed signs which establish a distinctive image for the city (I1.7 and I1.10).

1.50.3 - Limit signage to that necessary to identify the business, including the name, type of business, and address (I1.1 and I1.7).

1.50.4 - Restrict signage used on buildings for advertising purposes to temporary window signs which occupy no more than twenty-five (25) percent of the total window area (I1.1 and I1.7).

1.50.5 - Prohibit the installation of new billboards in all areas of the city, except as a one-for-one replacement of existing billboards on Sunset Boulevard (I1.1 and I1.7).

1.50.6 - Encourage the re-siting of existing billboards so that they are not in close proximity to one another (I1.5 and I1.7).

1.50.7 - Encourage the continued use of distinctive and well designed billboards on Sunset Boulevard (I1.7 and I1.10).

1.50.8 - Initiate a program to acquire and remove billboards, with the first priority for areas in which they adversely blight the adjacent area except Sunset Boulevard (I1.16).

1.50.9 - Require that replacement billboards be sited so that they do not adversely impact viewsheds or adjacent residences (I1.1, I1.7 and I1.10).

1.50.10 - Establish guidelines and require design review of replacement billboards to ensure that they are well-integrated with their setting (I1.1, I1.7 and I1.10).

1.50.11 - Require that billboards be physically and visually maintained, consistent with the requirements of state legislation (I1.1, I1.10, and I1.11).

1.50.12 - Prohibit the use of roof signs, pole signs, and flashing and animated signs (I1.1).

1.50.13 - Encourage that signs be designed and placed on buildings to be visible to pedestrians (I1.1, I1.7 and I1.10).

1.50.14 - Require that all structures in the city have an address sign which is clearly visible from the air, where practical, and the street (I1.1).

1.50.15 - Prohibit the use of signs in residential neighborhoods, except those necessary for the sales and rental of property, public information, or short-term political campaigns (I1.1).

1.50.16 - Allow for modifications of sign requirements to accommodate unique and distinctive signage which contributes to West Hollywood's image as "The Creative City" (I1.1, I1.7, and I1.10).

IMPLEMENTATION PROGRAMS

The following indicates the programs which shall be carried out by the City of West Hollywood to implement the goals, objectives, policies, and standards of the Land Use and Urban Design Element. Each program is preceded by a capital "I" and a number which is referenced by the pertinent policy which it implements in the preceding section (these are noted in parentheses at the close of each policy).

Zoning Ordinance

II.1 - The principal method by which a city implements land use policy as it regulates the uses to which land and buildings may be put and their height, size, and development character is the zoning ordinance. The authority to zone is inherent in the police power delegated to cities by the California Constitution. The zoning ordinance consists of two basic elements: (a) a map which delineates the boundaries of districts in which like uses developed at like standards are to be permitted and (b) text which explains the purpose of the zoning district, lists the permitted uses and those permitted under special conditions, and defines the standards for development (e.g., minimum lot size, density, height, setbacks, lot coverage, parking requirements, and so on). By law (Government Code Section 65860), the zoning ordinance must be consistent with the General Plan.

In January, 1986¹, the City of West Hollywood adopted an Interim Zoning Ordinance which was intended to regulate land use development until the completion and adoption of this General Plan. It will be necessary to revise that document and prepare a Final Zoning Ordinance to reflect the land use policies and standards contained in this Plan.

The following lists the principal changes to the Interim Zoning Ordinance which will be necessary. The specific revisions will be the task of the rewrite of the ordinance.

- a. The zoning map will require revision to reflect the land use policy map.
- b. Commercial zones and development standards will need to be revised to reflect the categories specified by the land use policy. The Interim Ordinance contains three commercial zones, "General Commercial", "Commercial Manufacturing", and "Movie Studio", and a "Mixed Use" zone for the inclusion of residential with commercial. In all of the zones, except "Movie Studio", the permitted floor area ratios and building heights were the same.

1. Effective date: 23 February 1986.

The land use policy provides for four principal zones and two sub-zones will require revision to account for the modified bonuses for incorporation of residential units (FAR bonuses of 0, 0.5, and 0.75).

- c. Residential zones and development standards will need to be revised to reflect the additional categories differentiated by density and height; R1.1 (1 unit/lot; 25'), R1.2 (2 units/lot; 25'), R2 (3 units/lot; 25'), R3.1 (36 units/acre; 25'), R3.2 (36 units/acre; 35'), R3.3 (36 units/acre; 25', 35', or 42'), and R4 (50 units/acre; 45').
- d. Bonus density provisions for residential zones will require revision to reflect the potential 14 units/acre bonus in R2 and R3 and 50 percent bonus in R4 areas.
- e. The existing "Rental Opportunity" overlay shall be deleted.
- f. The provisions of the "Pedestrian-Orientation Overlay" should be deleted as an overlay zone and included in the Development Regulations chapter as they now apply to all commercial/mixed use areas.
- g. Provisions of the "Parking Overlay" zone need to be revised to reflect Policies 1.30.1 and 1.30.2.
- h. Throughout the ordinance, there will be changes necessary to reflect the design and development standards contained in the land use policy, and to achieve the protection and preservation of the integrity of the existing residential Areas, with land use, urban design, and environmental constraints necessary to do so.
- i. Establish specific, fair, and economically feasible, and administratively enforceable measures to require that the impacts of new commercial development on the city's housing, public open space and child care facilities resources are mitigated. Incentive zoning, exactions and other appropriate zoning techniques should be considered. Where applicable, these standards and measures should be established to comply with all legal requirements.

Sidewalk and Street Tree Standards

11.2 - The City shall establish design standards for sidewalks and landscape for all areas of the city, incorporating pertinent standards for areas in which improvements are planned or programmed (in accordance with Public Open Space Urban Design

Programs I1 and I8) and defining additional standards for all other locations. At a minimum, these shall define:

- a. pavement width, thickness, and other engineering requirements
- b. materials
- c. color
- d. surface treatment, texture, and/or articulation
- e. landscape type

Subdivision Regulations

II.3 - Subdivision regulation is an exercise of the police power of a city authorized by the State to control the manner in which land is divided. Like the zoning ordinance, it must be consistent with the General Plan. It will be necessary to review the City's subdivision ordinance and amend it as necessary to reflect the land use and urban design goals, objectives, policies, and standards. As the policy does not provide for differing parcelization in the city, it is unlikely that any revisions will be necessary.

Specific Plans

II.4 - State law (Government Code Section 63450) authorizes cities to adopt specific plans for implementing their general plans in designated areas. They are intended to provide more finite specification of the types of uses to be permitted, development standards (setbacks, heights, landscape, architecture, etc.), and circulation and infrastructure improvements. State-wide, they are most often used to ensure that multiple property owners and developers adhere to a common development plan; not unlike a comprehensive single owner "master plan" (e.g., Irvine Ranch). They usually are not intended for single-owner and developer sites.

Traditionally, in West Hollywood, specific plans have been used to provide flexibility and enable developers to increase buildable area and height above that permitted by zoning for projects on sites of at least 100,000 square feet, conditioned on analyses and mitigation of impacts and contribution of specific "benefits" to the city (e.g., additional parking, community open space and meeting rooms, funds for community beautification and housing, day care facilities, and other similar amenities). As of the writing of this Plan, only one specific plan has been approved by the City; expansion of Pacific Design Center.

To implement the land use and urban design policy, it is suggested that specific plans be used for the following applications:

- a. Provide a mechanism for exceeding the permitted baseline floor area ratios and building heights in locations specified by land use policy.
- b. Provide a mechanism for the consolidation of adjoining commercially- and residentially-designated parcels into a single site wherein commercial and residential buildings are located in a unified development project, without regard for the designated commercial-residential boundary (similar to a “planned development”) in locations specified by land use policy.
- c. Provide a mechanism for large scale multiple-parcel development projects within the densities and heights prescribed by land use policy, whose objective is to achieve a special purpose or character. Such may include plans for Targeted Development Opportunity Areas: (e.g., mixed-use “villages” at the Santa Monica-La Brea intersection, Santa Monica-Melrose-Almont triangle, Sunset Boulevard parcels between Sunset Plaza and La Cienega Boulevard, the Beverly-San Vicente Sherbourne triangle, and SCRTD site) or commercial revitalization and redevelopment projects. These could be instigated by private developers or the City.
- d. Provide a mechanism for determining the appropriate type, character, density/intensity, and standards of development for the reuse of sites currently used for public or private institutions.

Development Agreements

II.5 - Development agreements are authorized by State law to enable a city to enter into a binding contract with a developer which assures the city as to the type, character, and quality of development and additional “benefits” which may be contributed and assures the developer that the necessary development permits will be issued regardless of changes in regulations.

This ensures that a developer of a multi-phased project who has based his or her project financing on conditions negotiated with the City at a particular time would not be adversely affected by subsequent, more restrictive regulations. This, in turn, enables the City to

extract additional contributions and benefits from the developer. This is a technique which may be used in lieu of a specific plan and other large development projects not requiring an increase in buildable area or height.

Redevelopment

11.6 - California, through the Community Redevelopment Law (Health and Safety Code Sections 33000 et. seq.) authorizes a city to undertake redevelopment projects to revitalize blighted areas. An adopted plan provides additional tools to a city to effectuate productive change. These include the use of tax increment (i.e., amount of additional tax revenue above a “frozen” base generated by increased property valuations resulting from new development on the project), property acquisition, consolidation of small parcels, joint public-private partnerships, clearance of land and resale to developers, and relocation of tenants. Twenty percent of the tax increment, in most cases, is to be used for the development of low and moderate income housing.

Redevelopment projects can be implemented only for areas in which there is the documented presence of physical, economic, and/or social blight. Two areas of the city may qualify: (a) commercial frontages along Santa Monica Boulevard east of Fairfax Avenue and some adjacent residential and (b) the Santa Monica-Robertson-Melrose triangle.

Development Review

11.7 - New development and enlargement of existing structures, except single-family residents, in the City of West Hollywood are subject to review according to their adherence with City standards and regulations and General Plan policy and issuance of a Development Permit. Currently, any non-residential use on a lot area of 15,000 square feet and greater is subject to review of the Planning Commission and formal public hearings. Smaller projects are subject to review and approval of the Director of Community Development. In preparing the implementing zoning ordinance for this Plan, the City should reevaluate these standards for their adequacy in providing effective public review and comment on proposed development projects. As necessary the thresholds should be revised to reflect the potential impacts of a project based on type of use, size, location, trips generated, infrastructure demands, or other appropriate criteria.

Environmental Review

11.8 - The California Environmental Quality Act (CEQA) requires that the environmental effects of a project must be taken into account when considering zone changes, development permits, specific plans, and development agreements. This involves the review of

all projects submitted by an applicant or initiated by the City and determination of their potential for significantly affecting the City's and region's environmental resource (by an "Initial Study"). If it is found that significant impacts may occur, an Environmental Impact Report (EIR) must be prepared.

The EIR presents an overview of the environmental setting of the project, assesses how that environment will change on introduction of the project, prescribes changes to the project which must be made to mitigate any impacts found to be significant, and identifies and evaluates the impacts of any alternatives. The "environment" of West Hollywood to be evaluated consists of the composite of existing physical elements; including natural environmental components (air quality, geology/seismicity, groundwater, etc.) and man-related components (circulation and traffic, infrastructure, public services, etc.). Economic impacts are *not* considered part of the "environment", in accordance with CEQA. This does not preclude the preparation of separate "Fiscal" or "Economic" impact analyses,. However, they are not a part of an EIR.

On completion of an EIR, it is made available for public review and comment. At least one public hearing must be conducted by the Planning Commission on the EIR. Comments received must be responded to and addressed in the Final EIR.

Environmental review occurs in concert with the Development Permit process. No permit can be approved without, first, satisfactory completion of the environmental review process. This may involve a full EIR, "Focused" EIR if it is found that only a limited number of resources may be impacted, "Supplemental" EIR if the project is a revision of an earlier project or time has passed and conditions have changed, "Negative Declaration" if the project is determined by the City to have no significant effects, or an Expanded Mitigated Negative Declaration (EMND) where the project is determined to have potential impacts on limited resources, for which analyses and mitigation measures have been separately prepared and which are summarized (annotated) in the EMND and incorporated by reference.

Traffic Impact Review

II.9 - As a component of the environmental review process, or separately, the City shall require the conduct of an analysis defining the traffic impacts and mitigation measures for new development and adaptive reuse projects. A threshold (i.e., number of trips generated) should be established above which such analyses should be required. The analyses will be subject to public review, as an EIR.

Architectural Design Review

II.10 - The goals, objectives, policies, and standards contained in the Land Use and Urban Design Element call for a high level of architectural and site design performance in the City of West Hollywood. To this end, it is recommended that one or more professionals who is trained in architectural, landscape, and/or urban design be retained on City staff at all times. This person or persons would be responsible for meeting with development applicants and explain to them the design goals, objectives, policies, and standards of this plan and how they are interpreted by the City. Specific visual examples of projects which meet these requirements should be presented. This will enable the City to be pro-active in design, rather than the normally reactive stance of design review commissions. Annually, the City should review the effectiveness of this process in achieving the intended level and quality of design performance. If ineffective, additional design education and review procedures should be considered, which may include the establishment of an Architectural Review Commission.

Code Enforcement

II.11 - Codes and ordinances of the City of West Hollywood which implement the Land Use and Urban Design Element shall be enforced. Historically, this has been achieved by City staff responses to specific complaints. If a problem has been found on investigation, a demand for compliance has been issued. It is suggested that additional resources and personnel be allocated to periodic surveys of land use and building condition and, where problems are found, code compliance be required.

Intergovernmental Coordination

II.12 - Land use development in West Hollywood will impact the Cities of Beverly Hills and Los Angeles. Similarly, development in those two communities will affect West Hollywood. Key concerns include the impacts of traffic generated by new development in one city on streets crossing city boundaries and physical effects of the height and mass of buildings located on a city's periphery on uses in the adjacent jurisdiction. Thus, it is essential that the cities jointly address common issues. This should include the opportunity for mutual review and discussion of mitigation measures for projects affecting more than one

jurisdiction. An agreement should be established between these cities to facilitate such review and input.

Economic Development

II.13 - Effectuation of land use and urban design policies will necessitate a coordinated program of economic development. This may include the continuation and funding of nonprofit corporations created by the City to develop low and moderate income housing and attract new businesses to the city. It may also include City funded low interest loans and grants for commercial and residential renovation and rehabilitation. These and other economic development strategies are presented in Section 4.0 of this Plan.

Historical Preservation

II.14 - It is recommended that the City establish and maintain a register of significant historical, architectural, and cultural resources and adopt an ordinance which facilitates their protection and preservation. This should be designed to incorporate the pertinent elements of the California Office of Historic Preservation's Handbook for Local Communities (December, 1986, prepared by Les-Thomas Associates).

Public Information

II.15 - The City of West Hollywood maintains a Public Information Office whose role is to disseminate information about the city to residents, business persons, visitors, and the media. This is accomplished through news releases, publications (e.g., newsletters and brochures), and presentations and speeches. It is recommended that the City prepare and distribute publications regarding important land use policy and programs, which may include:

- (a) Educational materials specifying techniques for property maintenance and renovation of structures
- (b) Design criteria for new construction and renovations
- (c) Information regarding available loans and grants for property renovation and revitalization
- (d) Information regarding zoning ordinance and building code requirements (e.g., signage and landscape maintenance)
- (e) Information regarding architectural, historical, and cultural resources (description and walking tours)

Billboard Acquisition

II.16 - State law permits a city to purchase, in fee, billboards. A city cannot require their removal; as the courts have ruled that they are equivalent to a business enterprise. It is recommended that the City consider

establishing a fund to acquire and remove billboards which are incompatible with their environmental setting (e.g., in proximity to residences or major viewsheds), in disrepair, and/or visually unattractive. Revenue for the fund should be derived from the City's General Fund, exactions from developers, and/or tax increment generated by new development in redevelopment project areas.

Data Base

II.17 - The City shall compile and maintain a comprehensive inventory of data pertaining to and affecting the use of land. This data should, preferably, be stored in a geographic computer base and recorded by parcel for easy access, retrieval, and manipulation. Information, at a minimum, should include:

- a. Parcel identification
- b. Existing use
- c. Zone designation
- d. General Plan designation
- e. Building area and number of residential units
- f. Building height
- g. Property setbacks
- h. Construction year
- i. Unique characteristics (e.g., historical structure or courtyard building)

Adaptive Reuse Incentive Program

II.18 - The City shall formulate a program to provide incentives for developers for the adaptive reuse of existing low-rise and small scale structures. This may include subsidization of low-interest loans, financial grants, reduction of permit fees and exactions, reduction of on-site parking requirements when parking can be provided in a nearby municipal structure or shared-facility in accordance with an area parking plan, or other pertinent methods.

Development Program Review

II.19 - Review existing requirements for public review of proposed development projects in the city and assess their effectiveness in attaining meaningful input. In particular, consider the possibility of expanding public review for all projects, regardless of size, which generate a significant number of vehicle trips, are characterized by a high intensity of use, and/or incur other substantial impacts on the community.

*Neighborhood-serving Commercial
Strategy*

11.20 - The City shall formulate a strategy to ensure the preservation of neighborhood-serving commercial uses which may be displaced as higher value new development occurs. The various techniques to preserve these uses shall be identified and evaluated for their potential effectiveness, financial impacts on businesses, and fiscal impacts on the City. Among the techniques which should be considered are:

a. Zoning ordinance

- establishment of neighborhood commercial zones
- limitation on the percentage of non-neighborhood-serving uses located in a defined geographic area
- required inclusion of neighborhood-serving uses in large-scale and bonus incentive development projects
- other

b. Dedication of ground level space for neighborhood-serving uses in publicly-owned parking structures

c. Public subsidies

d. Other appropriate techniques

A preferred strategy should be selected and implemented within two years of the adoption of the General Plan.

Public Open Space Urban Design 2.0



2.0 PUBLIC OPEN SPACE URBAN DESIGN



INTRODUCTION

California planning law does not mandate the preparation of an urban design element. However, it does permit the formulation and adoption of any element which pertains to issues or objectives which are unique to a city. The visual and physical character of the City of West Hollywood has been repeatedly cited as a significant issue by residents and business persons. Thus, the City has stated that its intent to establish goals, objectives, policies, standards, and programs to influence the character of its individual buildings, relationships among buildings, and interconnecting open spaces. Essentially, urban design defines the manner by which individual development projects can fit together into a unified whole. These considerations, as they apply to the development of buildings are addressed by the Land Use and Urban Design goals, objectives, policies, standards, and programs presented in Section 1.0. The application of urban design policy to public open spaces is defined in this section. Cumulatively, these represent a comprehensive strategy to achieve a high level of urban design performance in the City of West Hollywood.

BACKGROUND DATA AND ANALYSIS

A. EXISTING CONDITIONS

The streetscape environment of the City of West Hollywood has resulted from the application of minimum public standards for the design and development of streets, sidewalks, parkways, landscape, furniture, lighting and signage. An exception is the Sunset Plaza area of Sunset Boulevard, which has incorporated extensive landscape, along the sidewalks and street median, paving materials, lighting, and well-designed signage to create an attractive pedestrian-oriented environment. In addition, the City of West Hollywood currently is undertaking a program to install new, attractively designed street furniture, landscape, and other pedestrian amenities along Santa Monica Boulevard, east of Fairfax Avenue.

In general, West Hollywood contains moderate to minimal amounts of street landscape depending on location and use. Residential neighborhoods have the greatest amount of trees and parkway vegetation. However, a number of streets developed with high density apartments contain few street trees or other landscape.

Commercial corridors vary substantially in the the types, density, and quality of landscape. Along Santa Monica Boulevard, street landscape is randomly scattered. Areas east of Fairfax Avenue are extremely deficient. Many tree wells exist along the street from which the trees have been removed. Some buildings have incorporated landscape and planters along their frontages, while many others contain none.

During recent months, the City has significantly upgraded the appearance of Santa Monica Boulevard between Doheny Drive and Croft Avenue by landscaping the median with trees, flowering shrubs, and ground cover. Other streets which incorporate attractive landscape are Beverly Boulevard, Robertson Boulevard, and portions of Melrose Avenue. Sunset Boulevard is characterized by an intermittent pattern of street trees. Sunset Plaza contains a well-designed mix of street- and pedestrian-oriented landscape.



Where street trees exist, there is no consistent pattern of species. Some commercial corridors contain semi-regular spacing of ficus nitada. This is particularly evident on portions of Santa Monica Boulevard. Some streets are characterized by their considerable mix of species.

B. SIGNIFICANT PUBLIC OPEN SPACE ISSUES

The general absence of an attractive streetscape environment detracts from the active pedestrian activity which exists in many locations in the City of West Hollywood. Where individual property owners have attempted to enhance the street environment by providing their own planters, benches, and other amenities along the sidewalks and outdoor dining (e.g., Sunset Plaza and Santa Monica near San Vicente), the pedestrian activity, and character and image of the City have been significantly enhanced.

Concerns regarding the installation of additional streetscape improvements include:

1. Width of existing sidewalks are generally very narrow, limiting the amount of street furniture and landscape which can be installed while maintaining pedestrian flow and safety.
2. Outdoor cafes can impede pedestrian flow.
3. Some bus shelters and benches located on narrow sidewalks constrain pedestrian movements. Visually-impaired or distracted persons may find these elements to be hazardous along their paths.
4. The design of streetscape (furniture and landscape) can affect visibility and access to businesses located along the sidewalks.
5. Costs of streetscape improvements may be, cumulatively, substantial. The use of general revenue funds are, usually, insufficient, and must be allotted to other higher priority programs (e.g., human services and housing).

Many streets in West Hollywood have above-ground utility lines. These utility poles and lines are visually unattractive, require constant maintenance, and are oftentimes cluttered with excessive signage. The undergrounding of these utilities is an ongoing program of the City.



OVERVIEW OF THE PUBLIC OPEN SPACE URBAN DESIGN POLICY

The Public Open Space Urban Design Element establishes goals, objectives, policies, and programs for the development of the city's open spaces (excluding Parks and Recreation). These address each of the fundamental issues:

- A. Street landscape
- B. Public signage
- C. Entries
- D. District and neighborhood identification
- E. Pedestrian improvements
- F. Santa Monica Boulevard median

It is the intent of the Urban Design Element policy that the open spaces of the city be improved to establish a high quality environment for their use by residents, business persons, and visitors. Basic principles include the installation of trees along all street frontages in the city, use of consistent and well-designed public signage, creation of a distinctive identity for principal commercial districts and residential neighborhoods, improvement of sidewalks with new street furniture, paving, lighting, and landscape, and creation of distinctive entries to the city along major streets.



Sherman & West Hollywood; 1926

GOALS, OBJECTIVES, AND POLICIES

The following lists the goals, objectives, and policies for each of the fundamental public open space urban design issues of the City of West Hollywood. At the end of each policy is listed in parentheses a capital "I" and number which corresponds to its implementation program presented in the subsequent section of this element.

Goals

2A - Establish and maintain a high quality of visual and functional relationships between people and their physical environment in the City of West Hollywood.

2B - Establish and maintain a distinctive visual and functional environment for the City of West Hollywood which differentiates it as a unique place in southern California.

A. ISSUE ONE: STREET TREES

Objective

2.1 - Provide for the consistent use of trees along all sidewalks and property frontages.



Policies

2.1.1 - Provide for the consistent use of street trees to identify city streets, residential neighborhoods, commercial districts, and entry points to the city while considering and respecting the species and character of the existing street trees (I2.1 and I2.12).

2.1.2 - Formulate a master plan defining the types and spacing of trees along all public sidewalks and streets (I2.1 and I2.12).

2.1.3 - Select species which (a) enhance the pedestrian character of and convey a distinctive and high quality visual image for the City's streets, (b) are drought- and smog-tolerant, fire-resistant, and pest-resistant, (c) require low maintenance and no pesticides, and (3) complement existing street trees (I2.1 and I2.12).

2.1.4 - Establish a hierarchy for the street trees which shall include:

a. Major Accent Trees

These trees should be located at key entry locations, intersections and activity centers. Species should be of a “grand” scale to differentiate these key locations (such as palms, canary island palms, or poplars).

b. Street Trees

This species should be the common tree for the street frontages. A single species may be selected for all residential neighborhoods and commercial districts or different species selected to distinguish one neighborhood, district, or street from another. In residential neighborhoods, the trees should be full, to provide shade and color. In commercial districts, the trees should be more transparent to promote views of storefronts and visual interaction of pedestrians.

c. Ornamental or Special Plantings

At special areas along the street frontages, such as linkages to pedestrian walkways and plazas and outdoor dining areas, ornamental trees providing shade and color should be utilized. These should be emphasized by the special trees focusing attention on those special places (I2.1).

2.1.5 - Require that all new development install street trees in accordance with a Master Plan of Street Trees (I2.2).

2.1.6 - Provide for the installation of street trees along public sidewalks where they are not present, in accordance with a Street Tree Master Plan (I2.2, I2.3, and I2.4).

2.1.7 - Require developers of significant projects to install street trees along the sidewalks of adjacent properties where such trees do not exist within a distance determined to be reasonable and practical by the Director of Community Development or contribute fees to a street beautification trust fund (I2.2).



2.1.8 - Encourage community groups to participate in planting new street trees where they do not exist (I2.4).

2.1.9 - Require that street trees be adequately maintained and replaced if removed due to damage or health (I2.5).

2.1.10 - Require that all street landscape incorporate an irrigation system to provide proper watering (I2.2 and I2.5).

2.1.11 - Adopt a city-wide street tree trimming and pruning master plan, which cultivates the full potential of street trees as providers of shade and designators of key design corridors (I2.5).

B. ISSUE TWO: PUBLIC SIGNAGE

Objective

2.2 - Develop a consistent and well designed program of public informational signage.

Policies

2.2.1 - Establish a consistent design vocabulary for all public signage, including fixture type, lettering, colors, symbols, and logs (I2.6 and I2.12).

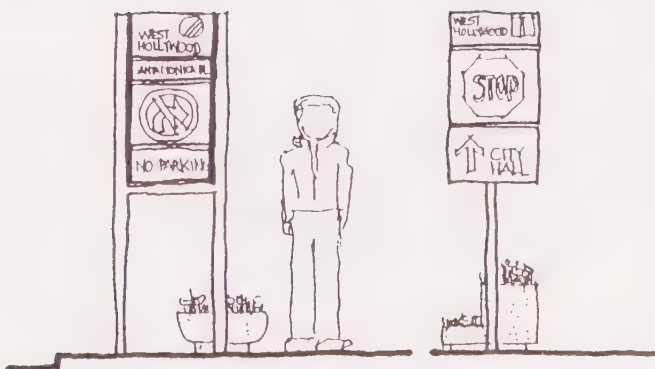
2.2.2 - Provide signage which is adequately spaced and clearly visible during the day and night to control vehicular traffic, bicycles, and pedestrians (I2.6).

2.2.3 - Replace existing public signage with new fixtures which consolidate, as feasible, the diversity of signage information (parking, locational, traffic control, etc.) (I2.6 and I2.11).

2.2.4 - Provide for distinctive signage which identifies principal entries to the City, unique districts, neighborhoods, and locations, and public buildings and parks (I2.6, I2.7, and I2.11).

2.2.5 - Provide for the use of well-designed and placed banners for city events, holidays, and other special occasions (I2.6 and I2.7).

2.2.6 - Provide for the use of kiosks or other street furniture for the posting of signage along the city's streets (I2.6, I2.7, and I2.11).



C. ISSUE THREE: IDENTIFIABLE ENTRIES TO THE CITY

Objective

2.3 - Establish clearly definable entries to the City of West Hollywood from adjacent jurisdictions.



2.2.7 - Ensure that public signage complements and does not detract from adjacent commercial and residential uses (I2.6).

Policies

2.3.1 - Provide improvements along principal streets at the city boundary with adjacent jurisdictions which clearly distinguishes these as major entries to the city; including elements such as signage, landscape clusters, vertical pylons or flags, banners, public art, and/or other distinctive treatment (I2.7, I2.11, and I2.12).

2.3.2 - Establish major entry improvements at:

- a. Santa Monica Boulevard, Doheny Drive, and Melrose Avenue
- b. Santa Monica Boulevard and La Brea Avenue
- c. Sunset Boulevard and City of Beverly Hills
- d. Sunset Boulevard and City of Los Angeles (Hollywood)
- e. Beverly Boulevard and San Vicente Boulevard
- f. Crescent Heights Boulevard, south of Sunset Boulevard (I2.7 and I2.11).

2.3.3 - Establish secondary entry improvements at:

- a. Beverly Boulevard and Doheny Drive
- b. Fountain Avenue and La Brea Avenue
- c. Fairfax Avenue and Willoughby Avenue
- d. Fairfax Avenue, south of Sunset Boulevard
- e. Melrose Avenue and Croft Avenue
- f. Robertson Boulevard and Beverly Boulevard
- g. La Cienega Boulevard and Rosewood Avenue
- h. Crescent Heights Boulevard and Romaine Street (I2.7 and I2.11).

2.3.4 - Coordinate with private developers the inclusion of entry improvements and public spaces in mixed use projects at Santa Monica Boulevard and Doheny Drive, Santa Monica Boulevard and La Brea Avenue, and San Vicente Boulevard and Beverly Boulevard (I2.2, I2.7, I2.11, and I2.12).

D. ISSUE FOUR: IDENTIFICATION OF COMMERCIAL DISTRICTS AND RESIDENTIAL NEIGHBORHOODS

Objective

2.4 - Identify uniquely the principal commercial districts and residential neighborhoods of the City.



Policies

2.4.1 - Provide for streetscape improvements, landscape, and signage which uniquely identify the principal commercial districts of the city, including the (a) Santa Monica Boulevard-San Vicente Boulevard commercial "village", (b) "Sunset Strip", (c) east side entertainment district, (d) Melrose-Robertson-Beverly design district, (e) neighborhood-serving commercial areas, and (f) new districts which may occur in the future (e.g., Civic Center) (I2.7, I2.8, I2.9, I2.11, and I2.12).

2.4.2 - Establish a design program for each principal district, with input from local community groups, which may include signage, street furniture, landscape, lighting, pavement treatments, public art, and architectural design (I2.7, I2.8, I2.9, I2.11, and I2.12).

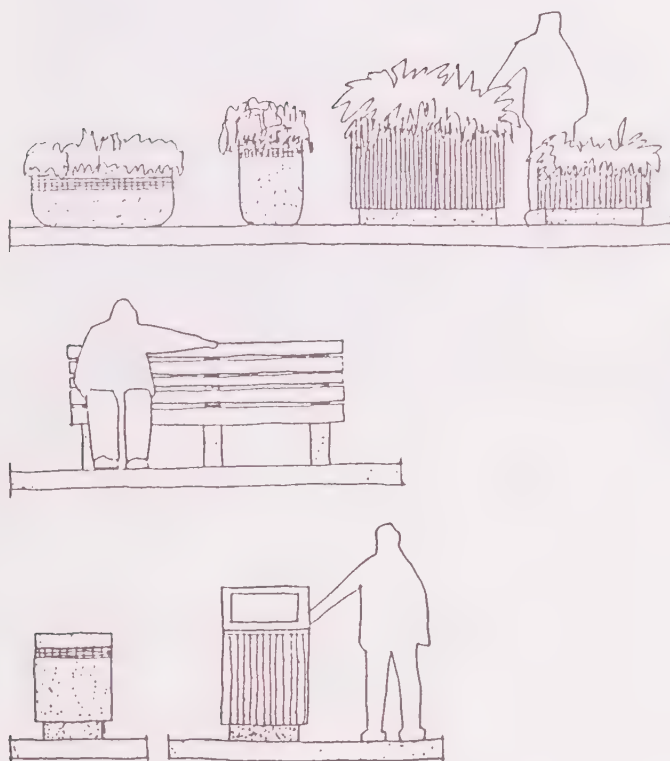
2.4.3 - Provide for streetscape improvements, landscape, and/or signage which uniquely identify architecturally or historically significant residential neighborhoods (e.g., Norma Triangle, Greenacres, and Fountain/Harper) and individual structures (e.g., Schindler House) (I2.7, I2.8, I2.9, and I2.12).

2.4.4 - Develop landscaped median strips within the commercial streets, provided that there is adequate space and traffic flow and site access are not adversely impeded (I2.7, I2.8, I2.11, and I2.12).

E. ISSUE FIVE: PEDESTRIAN ACTIVITY

Objective

2.5 - Establish a high quality visual and functional environment along the City's streets to stimulate pedestrian activity.



Policies

2.5.1 - Undertake a comprehensive program to improve the city's streetscape environment, beginning in one or more selected districts and expanding city-wide (I2.8, I2.9, I2.11, and I2.12).

2.5.2 - Install new street trees in accordance with the Street Tree Master Plan (Policy 2.1.2) (I2.1, I2.8, and I2.11).

2.5.3 - Install new street furniture where it does not impede pedestrian activity or physical and visual access to buildings and which is aesthetically pleasing, consistent in design, functional, comfortable, durable and is conducive to pedestrian activity, including such elements as bus and pedestrian benches, trash receptacles, newspaper racks, bicycle racks, public telephones, landscape planters, drinking fountains, and bollards (I2.8, I2.9, and I2.11).

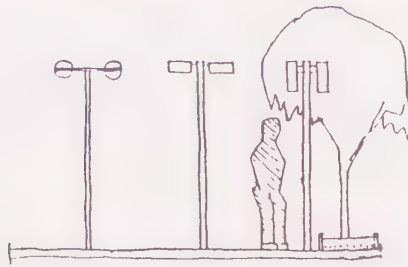
2.5.4 - Design the distribution of street furniture to provide a clear and unified organization for pedestrian walking and activity spaces (I2.8).

2.5.5 - Provide street furniture which is coordinated in design and sufficient to meet the needs of pedestrian activities and which discourages sleeping on benches (I2.8 and I2.10).

2.5.6 - Select street furniture which is functional in form and simplified and standardized in appearance (I2.8).

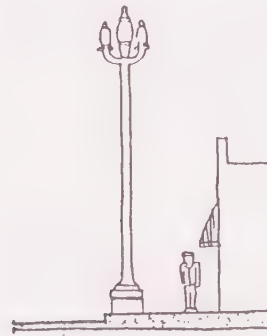
2.5.7 - Select standardized colors for all street furniture and hardware (I2.8).

2.5.8 - Install new street lights in commercial districts which are pedestrian-oriented, attractively designed, compatible in design with other street furniture, and provide adequate visibility and security (I2.8 and I2.11).



2.5.9 - Incorporate lighting elements which reinforce a "village" character and create a festive and exciting nighttime environment (I2.8).

2.5.10 - Establish a consistent lighting program with sufficient flexibility to modify certain areas for special activities and functions (I2.8).

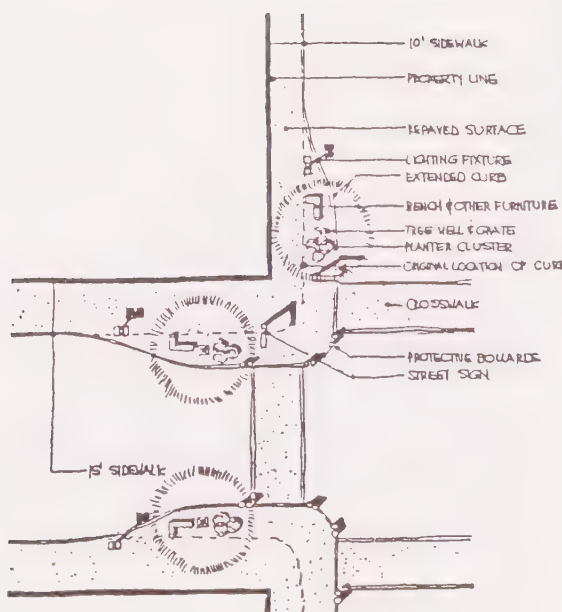


2.5.11 - Prohibit the use of mercury vapor or high intensity lamps in public areas and discourage their use in private area, unless there are no practical and cost effective alternatives to maintain the public safety (I2.8).

2.5.12 - Re-pave existing sidewalks in principal commercial districts with brick pavers, textured concrete, or other safe, non-slip materials to create a distinctive pedestrian environment (I2.8, I2.10, and I2.11).

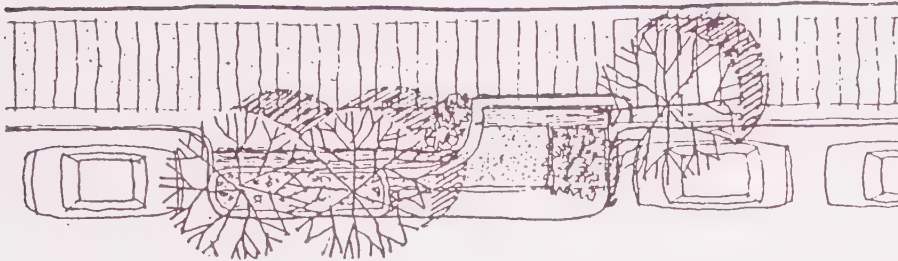
2.5.13 - Re-pave crosswalks at major intersections with distinctive and safe materials to visually and physically differentiate these from vehicle travel lanes and promote continuity between pedestrian sidewalks (I2.8, I2.10, and I2.11).

2.5.14 - Clearly mark, maintain, and replace crosswalks where they are appropriate and necessary to safely accommodate pedestrian activity (I2.8, I2.10 and I2.11).

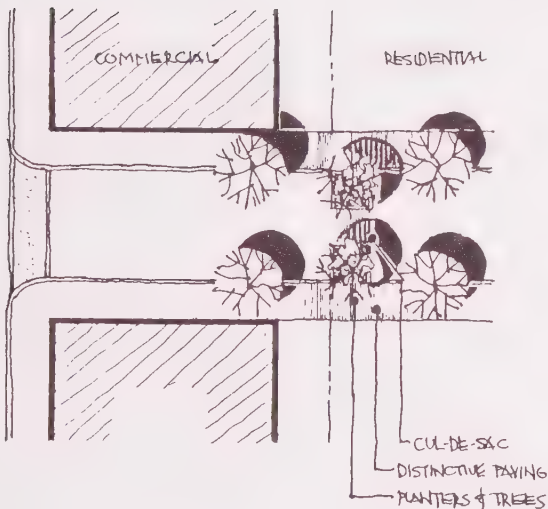


2.5.15 - Consider the development of sidewalk "pull-outs:" at intersections, where they do not adversely impact traffic flow or safety, by extending the sidewalk to the depth of a parking stall, to accommodate landscaping and street furniture and reduce the width of the crosswalk (I2.8, I2.10, and I2.11).

2.5.16 - Remove parking stalls at selected locations when other parking is available along commercial streets to accommodate additional landscape and street furniture (I2.8, I2.9, and I2.11).



2.5.17 - Require the inclusion of pull-out areas for private vehicle and public transit passenger drop-offs in large-scale development projects and locate these so that they do not impede traffic flow or parking access (I2.2, I2.8, I2.10, and I2.11).



2.5.18 - Require that cul-de-sacs used to restrict travel through residential neighborhoods be aesthetically designed to complement adjacent uses and incorporate landscape, benches, and other pedestrian-oriented amenities (I2.2, I2.8, I2.10, and I2.12).

2.5.19 - Require that all sidewalks, crosswalks, street furniture and other open space amenities be designed to accommodate the physically impaired (I2.10).

2.5.20 - Require the long-term maintenance of sidewalks and streetscape amenities (I2.12).

F. ISSUE SIX: SANTA MONICA BOULEVARD MEDIAN

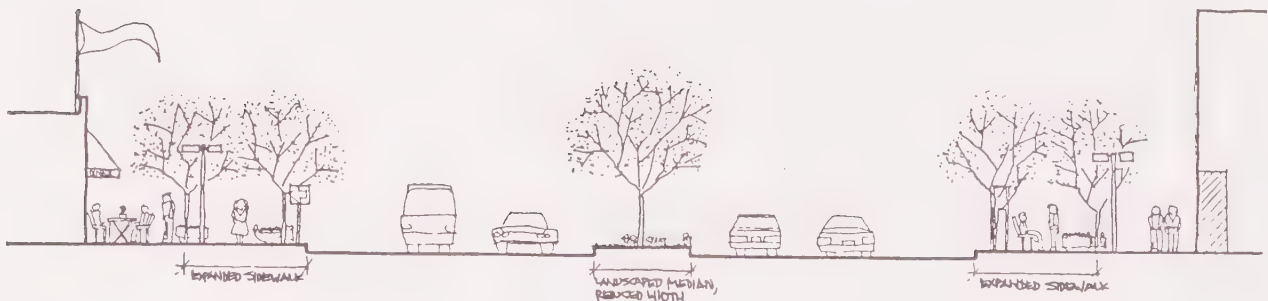
Objective

2.6 - Enhance pedestrian activity and visual quality of Santa Monica Boulevard between Doheny and Croft Avenue-Olive Drive by improvements to the median and adjacent sidewalks.

Policies

2.6.1 - Acquire the Santa Monica Boulevard median and improve it as a visual amenity of the city (I2.8, I2.10, and I2.11).

2.6.2 - Consider the appropriateness and feasibility of reducing the width of the median, using it as landscaped open space, and expanding the width of the adjacent sidewalks by the corresponding amount of space with minimal reductions to accommodate required circulation improvements, and incorporating new streetscape improvements, including street trees, landscape planters, paving treatment, street furniture, pedestrian-oriented lighting, information kiosks, well-designed signage, and other amenities (I2.8, I2.10, I2.11, and I2.12).



2.6.3 - Allow for and encourage the use of expanded sidewalk areas for pedestrian oriented uses, such as outdoor cafes, flower stalls, and public performance spaces, provided that pedestrian flow and safety is maintained (I2.8, I2.10, I2.11, and I2.12).

G. ISSUE SEVEN: VISUAL QUALITY OF PUBLIC ALLEYS

Objective

2.7 - Improve the visual quality of the city's public alleys.

Policies

2.7.1 - Provide periodic sweeping, debris and weed removal, landscape maintenance, and repairing of alleys to maintain and enhance their physical and visual quality (I2.5 and I2.12).

2.7.2 - Install landscape and public signage at appropriate locations along alleys to enhance their visual quality (I2.8).

2.7.3 - Require property owners which abut alleys to maintain their on-site landscape, open spaces, and buildings which face the alley at a high level of visual quality (I2.2).

IMPLEMENTATION PROGRAMS

The following indicates the programs which shall be carried out by the City of West Hollywood to implement the goals, objectives, policies, and standards of the Public Open Space Urban Design Element. Each program is preceded by a capital "I" and a number which is referenced by the pertinent policy which it implements in the preceding section.

A. STREET TREES

Street Tree Master Plan

I2.1 - The City shall prepare a master plan which shall list the permitted trees for all street frontages in West Hollywood. It will specify species, minimum size, and irrigation requirements. It is intended that the plan identify consistent species for blocks, streets, neighborhood or districts which provide distinct identities for these areas.

Zoning and Subdivision Ordinances

I2.2 - Zoning and subdivision ordinances shall be revised to provide for the standards and requirements of the Street Tree Master Plan and Urban Design Element policy requiring developers of significant projects to provide off-site trees or contribute an in-lieu fee to a street tree beautification fund. In addition, the ordinances shall incorporate requirements for the enhancement and maintenance of landscape, open spaces, and building elevations facing public alleys.

City Beautification Fund

I2.3 - The City shall allocate funds for the installation of street trees along street frontages where they have been removed or never existed and when it is anticipated that there will be no new development activity which would result in their implementation. Revenue sources may include the General Fund, exactions from new development projects, streetscape benefit assessment districts, and/or tax increment generated by new development in redevelopment project areas.

Community Plantings

I2.4 - The City of West Hollywood should work with and coordinate the planting of street trees with community groups. Private organizations, such as the "Tree People", will acquire and plant trees at the direction of and in coordination with local governments. Other local groups could, also, be encouraged to participate.

Landscape Maintenance

I2.5 - Funds shall be allocated annually by the City for the upkeep and maintenance of public landscape. A master plan shall be prepared which specifies the types of and schedule for tree trimming and pruning. This plan shall acknowledge design objectives and differences among the city's principal districts.

B. PUBLIC SIGNAGE

Signage Master Plan

12.6 - The City shall prepare a public signage master plan for the city. This should include specifications for design (size, color, materials, logo, etc.) and locations. It is intended that the signage provide an attractive, well designed, and coordinated system of public information and consolidate, as feasible, the diverse public signage onto fewer fixtures.

C. ENTRY AND DISTRICT IDENTIFICATION

Entry and District Identification Plans

12.7 - The City shall prepare comprehensive plans for the installation of improvements which provide unique identity to entry points and principal districts of the city. This shall include the specification of the design improvements to be used (e.g., signage, plaques, landscape, and monuments) and their locations.

D. STREETScape IMPROVEMENTS

Streetscape Improvement Master Plans

12.8 - The City shall prepare master plans for the installation of streetscape and alley improvements in the City. Initially, this will involve the identification of priority locations for improvements. Currently, the City has identified the Santa Monica Boulevard area east of Fairfax Avenue as its first priority for improvement and is installing street furniture, landscape, and other amenities. It is suggested that the redesign of Santa Monica Boulevard, west of Croft Avenue and Olive Drive would be an early priority in concert with the City's acquisition of the median.

Once priorities have been defined, the City should prepare design improvement plans for these areas. Detail specifications for design performance and elements, paving materials, colors, street furniture, landscape, lighting, and other amenities and cost estimates should be included.

Incorporate in the design of sidewalks, crosswalks, street furniture, and other open space amenities elements which provide access for and do not inhibit the use of wheelchairs and others who are physically impaired.

Urban Design Competitions

I2.9 - It is recommended that public streetscape improvements for Santa Monica Boulevard, entries, cul-de-sacs, and other commercial corridors and districts defined by the Plan be subject to design competitions similar to that conducted by the City for the civic center. This, usually, achieves a high level of design performance and generates community enthusiasm for the improvements.

E. IMPLEMENTATION OF IMPROVEMENTS

Funding of Urban Design Improvements

I2.10 - The City shall establish a program to fund the construction and installation of public open space urban design improvements (signage, entry and district identification, and streetscape). Revenue sources may include General Funds, general obligation bonds, exactions from new development projects, benefit assessment districts, and/or tax increment generated by new development in redevelopment project areas. In addition, the City shall solicit funding from state and federal sources for public urban design improvements as it is available in the future.

Community Participation

I2.11 - Identification of urban design priorities in the city and their specification should actively involve the input of residents, businesspersons, and local associations and groups.

Maintenance of Improvements

I2.12 - The City shall annually allocate funds for the maintenance of streetscape and alley improvements. These may be derived from General Funds, maintenance districts and/or redevelopment tax increment. The City should consider the appropriateness of establishing a separate entity for the long-term maintenance and management of major streetscape improvement districts, e.g., Santa Monica Boulevard median area. A procedure should be established by which the maintenance of the streetscape and alleys can be effectively monitored. This may include periodic inspections by City staff, resident and businessperson complaints, or other appropriate techniques.

Housing 3.0



3.0 HOUSING



INTRODUCTION AND STATUTORY REQUIREMENTS

West Hollywood is a diverse community with households of varied socio-economic, racial, and cultural backgrounds. The Housing Element, which is mandated by California State law, provides a comprehensive profile of West Hollywood households including their composition, size, income, and special housing needs. In addition, the Element analyzes the city's housing stock in terms of its tenure, affordability, maintenance, costs, and vacancy rates. Future population and overall housing needs projections to the years 1995 and 2000 are presented. A summary of these data and analyses are incorporated in this document. Detailed descriptions are contained in the Technical Background Report and July, 1987 Draft Plan, which are incorporated herein by reference.

Requirements for Housing Elements are contained in Government Code Section 65580-65589:

The housing element shall consist of an identification and analysis of existing and projected housing needs and a statement of goals, policies, quantified objectives and scheduled programs for the preservation, improvement, and development of housing, including rental housing, factory-built housing and mobile homes, and shall make adequate provision for the existing and projected needs of all economic segments of the community.

BACKGROUND DATA AND ANALYSES

A. POPULATION CHARACTERISTICS

1. Population Trends and Projections

According to the 1980 U.S. Census, West Hollywood's population increased from 34,662 in 1970 to 35,703 in 1980. This population increase reflects a modest 3.1 percent growth rate for the entire 1970-80 period, as opposed to the growth rate for the same period for the State of California (18.5 percent) and the County of Los Angeles (6 percent).

West Hollywood's population is projected to reach 41,160 and 47,564 by the years 1990 and 2000 respectively.

The projections also indicate that in the next ten years, the city's male population will increase substantially and outnumber females by 10.56 percent.

2. Age Composition

Based on total population projections, the 30 to 54 age group will increase in number and constitute the largest percentage of total population in 1990 (45.28 percent). The elderly (55+) are expected to decline both in numbers and as a percentage of total population. However, they will still comprise a substantial portion of the total population (28 percent). Within this category, the percentage of the older elderly (those 75 and over) will likely increase substantially by approximately 10.87 percent.

The 20 to 29 age group will decline in numbers but will constitute the third largest percentage of all population groups (19.81 percent). Children up to the age of 14 will decrease as a percentage of the total population (4.47 percent in 1990 compared to 5.15 percent in 1980). Adolescents (age 15 to 19) will decline in numbers and constitute the lowest percentage of the city's population (2.44 percent). Compared to state-wide and county-wide age distribution, West Hollywood proportionately has a significantly older population with fewer children and many more adults and seniors.

3. Ethnic and Racial Composition

West Hollywood's racial composition is predominantly white (91.6 percent). Blacks and Hispanics constitute 3.7 and 5.6 percent of the population respectively. A unique ethnic group, persons of Russian heritage, is estimated to constitute 12.7 percent of the city's ethnic population.

4. Income Status

Compared to households State-wide, West Hollywood households have relatively less income. West Hollywood median household income in 1980 was \$13,742 (\$19,514 in 1987 dollars) compared to the State's \$18,243. Compared to the county-wide figures, West Hollywood has a higher proportion of households in the lowest income categories. Households earning \$5,000 or less are heavily concentrated in the far eastern area of the city. Higher income households can be typically found in the western portion of the city.

Despite relatively lower household incomes, the average per capita income in West Hollywood is higher than the county average. The 1980 per capita income was \$11,876 (\$16,864 in 1987 dollars), compared to the average county-wide per capita figure of \$8,313 (\$11,810 in 1987 dollars).

In 1980, 13.3 percent of West Hollywood's population was living at or below the poverty level, compared to 11.4 percent of the State-wide population and 13.4 percent of the county-wide population. Even though West Hollywood had a poverty rate similar to the county, its households received less public assistance in 1980 compared to households in the county.

5. Employment

West Hollywood is dominated by "white collar" workers, 74.6 percent of the employed population. Compared to county-wide and state-wide figures, West Hollywood's residents were more represented in craft, operative, service, laborer and farm worker occupations.

Based on the 1980 Census figures, the city had an unemployment rate of 8.1 percent which was significantly higher than the unemployment rate for either the County of Los Angeles (6.1 percent) or the State of California (6.6 percent) for the same period. The east end of the city had the highest unemployment rate: 57 percent greater than the county rate. The northwestern portion of the City, however, had an unemployment rate lower than the county-wide figure.

B. HOUSEHOLD AND HOUSING CHARACTERISTICS

1. Household Characteristics

The number of West Hollywood occupied housing units increased by approximately 31 percent from (16,926 to 22,152 units) between 1970 and 1980. An important trend is the increase in the number of non-family households. In 1970, over half of all households were comprised of non-related members (58.8 percent) and by 1980, these households however, declined during this period from 44 percent of the total to 31 percent.

In both decades, among non-family households, persons living alone represented the predominate household type. However, the number of these households as a percentage of all non-family households experienced a decline of five percent between 1970 and 1980 (from 87 percent to 82 percent in 1980). This indicates a growth in the household size for non-family households. This growth in the household size could be explained by possible greater household formation among unrelated individuals.

In most cities, non-family and single-occupant households have a strong impact on a city's housing supply because of their high mobility, more frequent shifts in their composition and associated increases in demand for small rental units. Given the large pool of rental housing in West Hollywood (88 percent of the total housing stock), it may be assumed that this trend of non-family households will continue.

2. Housing Supply and Type

Twenty-nine percent (or 1,495 units) of the growth in the number of occupied housing units between 1970 and 1980 occurred in the rental housing stock while 71.4 percent (or 3,731 units) occurred in the other units resulting from condominium construction and apartment conversions to condominiums. Despite the relative increases in owned units, the large number of rental units is still clearly a subject of utmost importance to the city.

In 1980, 16 percent of the city's housing stock was comprised of single units and duplexes (3,995 units). Of the multiple dwelling units, dwellings of ten units or more comprise 66 percent or more of the housing stock (20,281). In the western area of the city, north of Santa Monica Boulevard, approximately 40 percent of the residential structures contain 50 or more units.

3. Household Income and Housing Affordability

In 1980, the median income in West Hollywood was \$13,742 which was 25 percent below the Los Angeles County median. In 1980, 15.7 percent of all households earned \$5,000 or less; 19.7 percent earned \$5,000 to \$10,000; 32.2 percent earned \$10,000 to \$20,000; and an additional 32.4 percent earned \$20,000 or more. Households earning \$5,000 or less are heavily concentrated in the far eastern area of the city. Higher income households can be typically found in the western portion of the city.

4. Housing Value and Costs

The 1980 Census lists the average value of owner-occupied units in West Hollywood within the range of \$100,000 to \$150,000. Recent sales data for the city provided by Damar Corporation Information Services indicates sales for single-family units as high as \$400,000.

The 1980 Census-computed median contract rent ranges from \$248 to \$354 per month. The 1985 Tenant-Landlord Survey suggests average monthly rents have risen substantially, ranging from \$473 to \$710.

Based on the 1980 poverty level established by the Census Bureau¹, of a total of 22,198 West Hollywood households for whom income is identified for all five census tracts, 15.7 percent, or 22,199 households, earned incomes within the poverty status.

Despite slight differences in the calculation of the poverty level in 1970 and 1980, (poverty level in 1970 was established as a household income that ranged from \$1,947 for one individual to \$6,407 per year for seven or more individuals), the data suggest a 15 percent overall increase in poverty occurred in the city from 1970 to 1980. Higher poverty levels exist within family households in the eastern areas of the city. The number of unrelated individuals below the poverty level is spread more evenly across the city.

Poverty in relation to housing affordability can best be established by examining the 1980 Census data on the number of renters who pay more than 30 percent of their income on rent. Given that 87.9 percent (or 19,468) of all households in West Hollywood were renters in 1980, rent to income ratios speak directly to problems of housing affordability. In 1980, across all income groups, 52 percent (or 10,123) of all West Hollywood rental households paid more than 30 percent of their income for rent.

The 1985 Landlord/Tenant Study indicated that of the 377 households surveyed, the average rent-to-income ratio was 31 percent while the median amount of rent paid in proportion to income was 25 percent. About 13 percent of households pay over 50 percent of their income for rent. Clearly, lower income households pay a higher proportion of their income on rents than do higher income households.

5. Vacancies

As of May 1986, the Federal Home Loan Bank Board reported very low vacancy rates for the zip codes that include West Hollywood. The overall vacancy rates for zip codes 90046, 90048 and 90069 were 1.2 percent, 0.3 percent and 3.1 percent, respectively.

6. Age and Condition

Despite the City of West Hollywood's small geographic area, the character of the dwellings vary from area to area within the city. Although 50 percent of the housing stock is relatively new (built after 1959), the consequence of a large percentage of housing stock in need of substantial structural upgrading is high.

Results of the 1985 Tenant-Landlord Survey indicated that out of 377 West Hollywood tenants interviewed, over half (56 percent) rated the maintenance and condition of their unit as good or very good and 19 percent rated that condition as poor or very poor. When asked to compare the maintenance and condition of their unit to when they first moved in, 15 percent said it was better while 17 percent said it was worse.

C. POTENTIAL RESIDENTIAL DEVELOPMENT

1. Land Inventory

Unlike most cities in California, West Hollywood has few vacant parcels which can be developed for housing, a total of 15.9 acres or 13.7 percent of the City's total land area. Therefore, the

1. A household income ranging from \$4,184 for one individual to \$13,883 per year for seven or more individuals is defined by the Bureau of the Census as poverty status.

only significant ways that housing can be developed in West Hollywood is by re-cycling the existing housing stock and building at higher densities, through mixed-use developments, and implementing a bonus density program. Each of these approaches will result in residential densities greater than what currently exist. This is of particular concern to residents in West Hollywood, who wish to preserve single-family oriented neighborhoods and who are concerned that the existing circulation system does not have the capacity to handle traffic which will be generated by large residential developments.

2. Underdeveloped Sites

Land use policies of this plan permit an estimated additional 2,200 housing units to be built, exclusive of bonus densities. It is estimated that these and areas in which mixed commercial and residential will be permitted could result in the construction of an additional 500 to 1,200 units, for a total increase of 3,400 units.

These would be scattered throughout the City; on the isolated vacant lots and as single-family and duplex units in mixed-density areas are replaced by multiple units. The largest vacant lots available for residential are located on Doheny Drive and the north side of Holloway Drive.

3. Redevelopment Area

The City is currently assessing the feasibility of forming a redevelopment project. The eastern portion of the city, Census Tract 7001 and/or 7002 are the most likely areas for such a project if it is formed. If a redevelopment project area is created, there is the possibility of developing new housing by recycling the existing structures.

4. Surplus Lands

The City does not own any sites which could be used for residential development purposes. The City is however, using space in West Hollywood Park to provide services to the homeless.

D. HOUSING NEED

1. Existing and Future Housing Needs

Since no regional housing needs have been defined for the City of West Hollywood by the Southern California Association of Governments, estimates of this need have been derived from data produced by The Regional Institute of Southern California (RISC) which has calculated the housing and household projections for the City of West Hollywood from 1985 to the year 2000. The RISC projections indicate an eight percent increase in West Hollywood's population over the next five years. The growth rate is expected to stabilize, with seven and eight percent increases for the years 1995 and 2000 respectively. Based on permitted densities, the most likely place for this growth to occur is in the north-central and eastern sections of the City.

Population projections indicate that in the year 2000, the City's population will be 47,564 persons, which represents an increase of 9,307 persons above the 1985 level. The average household has approximately 1.57 occupants which suggests that an additional 5,928 units would have to be added to the housing stock to accommodate this anticipated population growth.

Land Use Element policies indicate that the City will have the capacity to produce approximately 2,200 additional total units excluding units produced via mixed-use developments or through the use of bonus densities, which could result in 1,200 additional units. The only other way the City could produce new units would be through the recycling of the existing housing stock.

It is evident that the policies of the Land Use Element will provide insufficient housing to meet RISC's population projection. This can be accounted for by the city's desire to preserve its scale of development as a "fully-built" urban environment and account for infrastructure capacity deficiencies. RISC's projections were made at a time when the County zoning would have resulted in considerably greater development capacity. It is likely that such projections would be reduced to reflect the General Plan's reduced densities. Based on independent evaluations subsequent to the revised densities, it is estimated that an additional 2,160 housing units will be required by 2000.

According to the 1980 Census, 3.8 percent of West Hollywood's housing stock is overcrowded. The overcrowding rate for the Los Angeles County unincorporated areas for the same period was 12 percent. It can therefore be concluded that West Hollywood does not have as substantial an overcrowding problem as other areas in the county.

2. Special Housing Needs

a. Low and Moderate Income Housing

West Hollywood is required by California law to establish an allocation of very low- and low-income housing for present and future needs. The Southern California Association of Governments (SCAG) will make an allocation for West Hollywood as part of the Regional Housing Allocation Model (RHAM) during their next allocation process in 1988.

Based on cities similar in size to West Hollywood, some estimate of the RHAM allocation can be made. A general analysis of cities comprised of 20,000 to 30,000 households and their RHAM allocation reveal a range of 300 to 1,900 required low- and very low-income units for West Hollywood. Given the relatively low median in West Hollywood compared to the county and the current stock of affordable units, it is likely that the West Hollywood allocation would fall into the mid to lower range of this allocation.

Given the total housing demand for the year 1992, (approximately 900 additional units), we estimate that 67 percent or 603 of these units should be affordable, thus 319 should be in the very low income range, 117 in the low range, and 171 priced moderately and 293 market rate units.

b. Elderly

Based on the 1980 Census, those over the age of 65 constitute approximately 23 percent of the population.

Population projections anticipate that the proportion of older seniors (75 and over) is likely to increase. A high proportion of senior residents may create greater demand for housing which is suitable to both their life styles and physical condition. Elderly in this age group are more likely to be frail and living on fixed incomes, which further reinforces the need to maintain a stock of affordable housing with different types of living arrangements and accommodations.

A study of senior needs conducted for the City of West Hollywood in 1986 showed that the majority of the elderly (65 percent) reside in apartments. Eighteen percent live in single-family detached homes, five percent in condominiums, four percent in duplexes and six percent in nursing homes. The study also indicated that 73 percent of the elderly are renters, while 27 percent are homeowners.

The study concludes that the senior population in West Hollywood has a variety of housing needs which include affordable housing, and living arrangements whereby frail and very old seniors can have support services in conjunction with housing including locations easily accessible to public transportation.

These findings suggest that the provision of housing for the elderly in West Hollywood should be pivoted around more apartment construction with specific designs for facilitating the elderly life style and in close proximity to bus stops.

As indicated in the Land Use and Urban Design Element, density bonuses for developers who designate their units to seniors and individuals with low- and moderate-income is allowed in areas designated for multi-family residential.

c. Households with Small Children

In 1970, households with small children constituted 44.2 percent of all West Hollywood household types. In 1980, this percentage dropped to 31.4 percent. Population projections for 1980, suggest that the age groups 0-4 and 5-14 will continue to decline as a percentage of the population. The decline in the number of children implies a lesser need for the provision of larger housing in the future.

d. Persons in Need of Emergency Shelter

In 1986, the City launched the Programs for the Homeless which has so far offered a range of services to the homeless including shelter referral. The City is also seeking ways to cooperate with other government entities in addressing the problem of housing the homeless.

The programs for the Homeless currently operates out of the Homeless Support Center at West Hollywood City Hall. It is open daily for walk-in services and, additionally, it organizes and coordinates food distribution, provides help to individuals in need of detoxification, and general outreach work.

The City intends to establish a nonprofit corporation to operate a program for the city which will involve the development of strategies to provide shelter for the homeless. The City is also coordinating its activities with other local government jurisdictions.

e. Persons with Disabilities

The 1980 Census identifies persons with disability status as those who are not institutionalized. Of the persons 16 and older in the City of West Hollywood in 1980, 1,376 non-institutionalized persons (or 3.8 percent of the population) have a public transportation disability. Seventy percent of these persons are 65 years or older.

E. CONSTRAINTS ON HOUSING DEVELOPMENT

1. Market and Government Constraints

a. Private Constraints

The following private constraints are particularly relevant to the implementation of potential housing programs in West Hollywood:

- (1) **Rising Land Costs** - When little vacant land for new construction exist in a city, the result is higher prices for what land is available.

-
- (2) **Financing Costs** - Financing costs reached an all time high in 1981, have declined since that period and are on the rise again. High interest rates make it difficult to purchase a home. With high interest rates, alternative forms of mortgage subsidies are necessary to reduce monthly payments and downpayment requirements.
 - (3) **Speculation** - Speculation by investors in the housing market may cause prices to rise rapidly and thereby decrease housing opportunities for owner-residents.

b. Public Constraints

Several of the significant public constraints which may reduce housing opportunities in West Hollywood include the following:

- (1) **Zoning Ordinance** - requires: (a) a development permit for all new uses and structures, (b) increased design standards, and (c) new requirements for provision of affordable housing. The most restrictive policy in the Zoning Ordinance is the inclusionary requirement for the provision of low and moderate income housing.

The implication of these requirements and the revised design standards may inhibit housing development by making the cost to develop housing unattractive for developers because of the limited expected return on their investment. However, the Zoning Ordinance does provide some methods of increasing density. It remains to be seen, however, if these incentives will be sufficient to stimulate new housing production.

- (2) **The Rent Stabilization Ordinance** - (adopted June 1985), establishes limits on rent increases for all existing units as of April 30, 1984. The existing policy requires a Maximum Allowable Rent schedule, with a yearly rent increase ceiling of 75 percent of the increase in the Consumer Price Index (up to seven percent). Upon vacancy of the unit, rent may be raised a maximum of ten percent.

The Ordinance as it currently exists does not affect the construction of new units, since all units provided by new construction or the conversion from non-residential to residential use are exempt from the rent ceiling. Residential conversions to rental units, however, are subject to these controls which could inhibit the creation of more innovative housing, rehabilitating single-family dwellings to multiple rental units, for instance. The ordinance also requires that all rental units be subject to maintenance standards in order to insure some upkeep of units under these controls.

Experience in Berkeley and Santa Monica suggest that one of the outcomes of rent control is that fewer people move particularly among the lower priced units. This has the effect of limiting the supply of affordable units, which in turn increases the demand for such units.

- (3) **State and Federal Constraints** - Article 34 of the California Constitution can constrain some affordable housing options by requiring local voter referendum approval of all development, construction, or acquisition of public housing when: (a) units are publicly owned, and (b) units are privately-owned by publicly financed, and more than 49 percent of the units are reserved for low-income occupancy. Projects that do not fall under this restriction are privately-developed projects financed with Federal or private money, such as Section 8 new construction program, rehabilitation projects financed by City issued bonds; and cooperative projects where units are owned.

The newly passed Tax Reform Bill may have adverse impacts on the future of housing in West Hollywood by reducing the incentives for developers to produce more housing. Furthermore, the Federal Government's active withdrawal from both the housing production and housing subsidy markets will greatly constrain West Hollywood's ability to produce affordable housing.

F. SUMMARY OF MAJOR ISSUES

West Hollywood's key housing issues and considerations can be summarized as follows:

1. As a City with a majority of rental units, West Hollywood is likely to capture a higher percentage of small non-family households.
2. The current and future demographics of the city are, in part, predicted on the amount, type and affordability of the housing stock. The high concentration of small and one-person households in West Hollywood reflects the large rental stock. The number of elderly people, people with particular needs and low income groups who choose to remain in the city, will be determined by the continued availability of affordable housing as well as the provision of specialized housing.
3. Given that the majority of the existing housing stock is 25-35 years old, and many homes are in need of maintenance in some neighborhoods, the need for continued maintenance of existing stock will increase. The effects of the Rent Stabilization Ordinance on maintenance of rental units has yet to be fully determined. Preliminary evidence suggest that deferred maintenance may be occurring. The City needs to devise a program to encourage and assist landlords in the upkeep of their units.
4. Assuming the distribution of income will not increase drastically, the high number of households spending more than 30 percent of their income on housing suggests the continuing need for affordable housing in West Hollywood. At minimum, the existing stock should be maintained. Currently, city-wide, 48.4 percent of the rental housing stock is affordable across all income groups; however, for low-income residents, it appears that only about six percent of the housing stock is affordable.
5. The major dilemma facing the city will be associated with supply and demand. As long as vacancy rates remain at their current low levels, and new units come on line at a relatively slow rate, pressures to charge higher prices for existing units will become more intense.
6. Older people have special housing needs. Many live on fixed incomes and also may require special housing to allow self-sufficiency and increased mobility, easier access to shopping, medical centers, etc. and an overall safe environment.
7. Persons with disabilities require special housing. They require housing to allow self-sufficiency and increased mobility as well as easier access to shopping, medical facilities, recreation, and an overall safe environment.
8. No exact estimate of the number of homeless persons in West Hollywood is currently available. The City is concerned about the living arrangement of the homeless population both at present and in the future. A substantial number of the homeless persons are young adults between the ages of 16-25.

9. Government programs to fund housing construction are being cut; the City may need to look for creative financing from the private sector or in joint public/private partnerships to finance future housing development.
10. Because land is limited, the City should look toward rehabilitation and adaptive reuse of existing structures. Areas zoned multiple use could be more intensely developed. Moreover, much of the city is zoned for high-density residential development, and much of this land is not fully built-out to full potential.
11. The City must insure that incentives for construction and maintenance of rental housing are provided in addition to policies that maintain desirable densities, character and affordability of housing.



Sherman California north of Beverly Blvd.; 1931

GOALS, OBJECTIVES, AND POLICIES

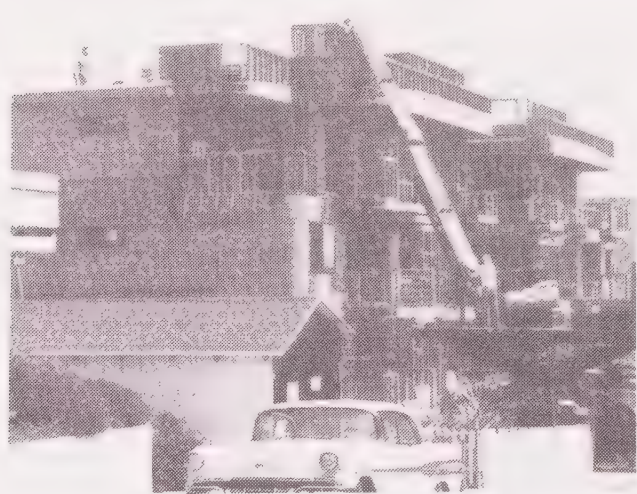
It is the intent of the City to promote the production and maintenance of housing in order to satisfy the housing needs of its residents and to maintain high quality residential neighborhoods. The General Plan therefore establishes five basic housing goals. This section presents each goal and provides quantitative objectives with accompanying policy statements for the achievement of these goals. Implementation strategies are presented in the next section. At the end of each policy is listed in parentheses a capital "I" and number which corresponds to its implementation program.

Goal

3A - Encourage the provision of adequate housing in the city with special emphasis on maintaining residential neighborhood stability and supply a housing mix for all residents with due consideration for individuals and households with special needs.

Objective

3.1 - Facilitate the production of 900 new housing units by the year 1992.



Policies

3.1.1 - Promote the production of new housing units on all remaining vacant parcels designated for residential purposes (I3.9, I3.10, I3.11, I3.12, and I3.18).

3.1.2 - Encourage the private sector to develop housing in the City of West Hollywood (I3.9, I3.10, I3.11, I3.12, and I3.18).

3.1.3 - Develop a density bonus program which can serve as an incentive to the production of housing on under-utilized land, and land designated for commercial purposes (I3.4, I3.10, I3.11, I3.12, and I3.18).

3.1.4 - Promote mixed-use projects which include housing as a means of increasing the City's housing stock (I3.9, I3.10, I3.11, I3.12, and I3.18).

3.1.5 - Engage in the direct production of housing (I3.9, I3.10, I3.11, I3.12, and I3.18).

ISSUE TWO: HOUSING DISCRIMINATION

Goal

3B - Promote equal opportunity for all residents to reside in housing of their choice.

Objective

3.2 - Provide residents of West Hollywood the opportunity to seek housing in a neighborhood of their choice.

Policies

3.2.1 - Prohibit discrimination in the sale or renting of housing to anyone on the basis of their race, sex, age, family status or sexual orientation (I3.16 and I3.18).

3.2.2 - Prosecute anyone found guilty of failing to sell or rent a housing unit to a person because of their race, sex, age, family status or sexual orientation (I3.16 and I3.18).

3.2.3 - Notify all institutions which finance housing development or rehabilitation in the City that mortgage redlining is against City policy and State law (I3.16 and I3.18).

ISSUE THREE: AVAILABILITY OF AFFORDABLE HOUSING

Goal

3C - Provide the opportunity for affordable housing units to be available throughout the City.

Objective

3.3 - Facilitate the development of housing for low- and moderate-income households and senior citizens which is compatible with and complements adjacent uses and located in close proximity to public and commercial services.

Policies

3.3.1 - Permit a bonus residential density, in accordance with California State law, of 25 percent in areas of the City designated for multi-family residential densities or other incentives of equivalent financial value, provided that:

- a. At least 25 percent of the total units in the project excluding the bonus density are restricted to the rental or purchase by persons and families of low- or moderate-income; or
- b. At least 10 percent of the total units in the project excluding the bonus density are restricted to rental or purchase by low income households; or

- c. At least 50 percent of the total dwelling units in a housing development, excluding the bonus density, are for persons 62 years of age or older, or 55 years of age or older, in a senior citizen housing development; or
- d. At least thirty-three percent of the total units, excluding the bonus density of a condominium project which is a conversion from existing apartments, are restricted to the purchase by persons and families of low or moderate income; or
- e. At least fifteen percent of the total units, excluding the bonus density of a condominium project which is a conversion from existing apartments, are restricted to the purchase by lower income households;

and according to the following standards:

- a. Buildings shall be designed to be compatible with and complement the scale and character of adjoining land uses;
- b. Structures shall be limited to the permitted height limit of the land use zone in special cases; and
- c. Traffic impacts attributable to the bonus density can be adequately mitigated (I3.4, I3.11, I3.12, I3.14, I3.15, I3.17, and I3.18).

3.3.2 - Permit bonus residential densities of 214 units per acre in accordance with Land Use Policy 1.35.2 and 50 percent in accordance with Land Use Policy 1.35.4 for the development and permanent dedication of units for low- and moderate-income household and senior citizens (I3.4, I3.11, I3.12, and I3.18).

3.3.3 - Provide incentives for the retention and maintenance of existing affordable housing units, including the reduction of permitted residential densities comparable to existing uses in selected areas of the city, low-interest financial loans and tax rebates for property maintenance, and other such techniques (I3.3, I3.13, and I3.14).

3.3.4 - Maintain a Rent Stabilization Program providing disincentives for the demolition and incentives for the maintenance of units subject to rent control (I3.1, I3.4, I3.15, and I3.18).

3.3.5 - Require discretionary review and approval for the demolition of units subject to rent control, considering the impacts of such demolition on the tenants and cumulative supply of rent controlled units (I3.1, I3.2, and I3.14).

3.3.6 - Continue the Housing Development Corporation (I3.5 and I3.18).

ISSUE FOUR: PROVIDE BARRIER FREE HOUSING

Goal

3D - Encourage housing design standards that will optimize accessibility to units by the Handicapped and Elderly.

Objective

3.4 - Enhance the opportunity for persons with disabilities to have access to housing of their choice.

Policies

3.4.1 - Develop a barrier free housing code (I3.16 and I3.18).

3.4.2 - Encourage housing living arrangements which can best accommodate the life styles of a frail dependent elderly population and individuals with physical disabilities (I3.11, I3.15, and I3.18).

3.4.3 - Encourage development of new housing units designated for the elderly and disabled persons to be in close proximity to public transportation services (I3.11 and I3.15).

3.4.4 - Develop standards which encourage Residential Care Facilities in residential neighborhoods, with appropriate siting and design standards which mitigate any impacts on adjacent residential uses (I3.9).

ISSUE FIVE: PRESERVE EXISTING HOUSING STOCK

Goal

3E - Maintain and enhance the quality of residential neighborhoods.

Objective

3.5 - Prevent the physical decline of existing residential neighborhoods.



Policies

3.5.1 - Establish a home rehabilitation program to allow home owners and lower-income tenants secure low interest loans in order to make home repairs and improvements (I3.3 and I3.18).

3.5.12 - Encourage the upkeep, maintenance, and rehabilitation of existing housing units consistent with the requirements and conditions of the City's Rent Control Ordinance (I3.3, I3.13, I3.14, and I3.18).

3.5.3 - Require that all new residential construction be in compliance with the State Residential Conservation Law (I3.7 and I3.18).

3.5.4 - Require that all new residential units be in compliance with the State Residential Water Conservation Law (I3.8).

3.5.5 - Continue the Condominium Conversion Ordinance (I3.2 and I3.18).

3.5.6 - Adopt a Minimum Property Standards and a Minimum Housing Standards Ordinance and provide sufficient staff to enforce the requirements (I3.13).

3.5.7 - Consider the establishment of an amnesty and legalization program for existing illegal housing units in the city provided that:

- a. the unit is "livable" and meets basic health and safety requirements; and
- b. the unit existed at the time of the city's incorporation (I3.13).

ISSUE SIX: REGIONAL HOUSING POLICY

Goal

3F - Ensure that housing availability is addressed regionally.

Objective

3.6 - Ensure that the City of West Hollywood provides for its share of the regional housing need and encourage other cities to meet their obligations.

Policy

3.6.1 - Encourage the Southern California Association of Governments and State of California to assign a fair and equitable distribution of regional housing demands to all cities based on the ability of a city to accommodate additional growth, population housing needs, and the amount and percentage of existing affordable units contained in a city (I3.19).



West Hollywood northeast of Sunset Blvd. & Kings Rd.; 1931

HOUSING PROGRAMS

This section describes each of the City-sponsored housing programs, comments on State requirements, and concludes with a proposed five-year action plan to supplement these ongoing activities. A capital "I" and number have been assigned to the title of each of these programs which can be directly tied to the housing policies presented in the preceding section.

A. CURRENT HOUSING PROGRAMS

As a newly incorporated city, West Hollywood has a short history of administering housing programs. In order to provide for the adequacy and availability of housing for its residents, the City has initiated six housing programs: (1) rent stabilization ordinance, (2) condominium conversion ordinance, (3) housing rehabilitation program, (4) inclusionary zoning ordinance, (5) a housing development corporation, and (6) a program for the homeless.

1. West Hollywood Sponsored Housing Programs

Rent Stabilization

I3.1 - The Rent Stabilization Ordinance (adopted June, 1985), establishes limits on rent increases for all existing units as of April 30, 1984. The existing policy requires a Maximum Allowable Rent schedule, with a yearly rent increase ceiling of 75 percent of the increase in the Consumer Price Index (up to 7 percent). Upon vacancy of the unit, rent may be raised a maximum of 10 percent, once each two years.

Condominium Conversion

I3.2 - The purpose of the provisions of Condominium Conversion Ordinance (adopted September, 1986) is to insure that common interest developments are designed in such a way as to prevent any detrimental impact on the public health, safety, and welfare. They are intended to insure that purchasers of unit within a project are fully informed as to the physical condition of the project and that an effective management system is developed for the project.

In addition to design standards set forth in the Ordinance for common interest developments in the R3 and R4 zones, there are also provisions to minimize the adverse impacts of the conversion of residential rental units to condominiums.

The Ordinance will only approve conversions that do not adversely affect the supply of rental housing; in particular, low- and moderate-income units. Several factors such as city-wide vacancy rate; vacancy rate for low- and moderate-income units; the number of units being removed from the rental market by the proposed conversion; the number, quality, and location of alternative housing opportunities available to existing tenants; and the cumulative effect of the proposed conversion along with the effect of past conversions upon the availability of low- and moderate-income units will be taken into consideration.

The Ordinance further makes provisions for protecting the rights of tenants currently residing in units that are approved for conversion. These provisions comprise specific purchasing rights for the tenants as well as eviction clauses to which they must adhere.

Housing Rehabilitation Program

I3.3 - West Hollywood is currently receiving CDBG funds from the Community Development Commission of the County of Los Angeles to operate two rehabilitation programs. One program, the Residential Improvement Program, allows qualified owners to receive deferred loans of up to \$10,000 for specific eligible repairs. These repairs include plumbing, electrical, structural, and roofing, as well as code violations. Due to the limited amount of funds, loans are available on a first come, first serve basis and are leveraged with a County Program marketed as the Apartment Rehabilitation Effort. This allows for qualified applicants to receive an additional \$5,000 per unit for rehabilitation. The other program that the City of West Hollywood sponsors using CDBG funds is called the Handyworker Improvement Program. This program is divided into two parts: (a) minor home repairs including home safety and security devices performed by Home Secure, a division of Jewish Family Services, and (b) minor apartment repairs such as painting and patching, caulking and replacement of plumbing fixtures. This is operated directly by the Housing Division. These programs should be continued and expanded, as appropriate.

Inclusionary Zoning

I3.4 - The Inclusionary Zoning Ordinance requires private developers of residential units to set aside a certain percentage of their units for low-income residents. Multi-unit projects with 10 or fewer units in the high-density residential zones shall provide 10 percent of those units for low- and moderate-income households; multi-unit projects with eleven units or more shall provide 20 percent of all those units for low- and moderate-income households; at least 50- percent of the units made available to low- and moderate-income households shall be made available for persons 62 years of age or older, or 55 years of age or older in a senior citizen housing development.

Developers of residential projects containing 20 units or less who do not provide the required units for low- and moderate-income households, shall pay an in-lieu fee to be placed in a city-wide Affordable Housing Trust Fund.

The City should consider as alternative means of satisfying the affordable housing requirements of a

development project at a site by allowing the transfer and incorporation of the mandated units in a development project at another site in the city (in addition to that site's affordable unit requirements) or purchase and dedication of existing market rate units as affordable units. This should be used only when it can be demonstrated that the city's affordable housing supply would benefit beyond that occurring from the normal inclusion requirements and an undue concentration of affordable units in a particular neighborhood would not result.

Community Housing Corporation

I3.5 - The Community Housing Corporation started its operation in early January, 1987. The purpose of this program is to purchase and rehabilitate low- and moderate-income housing as well as to provide some new construction.

The CHC plans on the development of 15 to 20 units of low- and moderate-income housing per year for the next five years.

Shelter for the Homeless

I3.6 - In an attempt to address problems of homelessness, the City launched Programs for the Homeless in 1986. This program has provided a wide range of services to the homeless during the short period of its operation. There has also been vast cooperation between this program and other service providing agencies such as the Greater West Hollywood Food Coalition and Hollywood Mental Health.

The Programs for the Homeless currently operates out of the Homeless Support Center at West Hollywood City Hall. It is open daily for walk-in services and, additionally, it organizes and coordinates food distribution, provides help to individuals in need of detoxification, and general outreach work.

The City intends to establish a nonprofit corporation to operate a program for the City which will involve the development of strategies to provide shelter for the homeless. The City is also coordinating its activities with other local government jurisdictions.

2. Other Government Housing Programs

Section 8 Subsidies

As of January, 1988, there were 427 households receiving Section 8 subsidies in privately-owned housing in West Hollywood. One Section 8 new construction housing project, Kings Road, was built in 1980 and serves 106 elderly persons. The West Knoll

and Palm Apartments are the two conventional public housing projects that contain 136 and 127 elderly persons, respectively.

B. STATE HOUSING REQUIREMENTS

The State of California has formulated an aggressive program directed at providing and improving housing. Implementation by the City of State housing law and policy represents an affirmative, significant effort in and of itself. This section briefly summarizes and comments on some of the more important State laws associated with the provision of adequate housing.

Density Bonuses

Cities and counties must give a density increase of at least 25 percent over the otherwise maximum allowable residential density under the zoning ordinance and the land use element of the General Plan (or bonuses of equivalent financial value) to builders who agree to construct housing developments with 25 percent of the unit affordable to low- or moderate-income households of 10 percent of the total units affordable to lower income households. The City's density program is seen as an enhancement of the State-wide requirement.

Second Units

State law facilitates the creation of units without additional land costs by permitting jurisdictions to allow second units in single-family zones if they conform to certain criteria. This option holds limited opportunities for West Hollywood because so few lots are occupied with single-family dwelling units.

Fair Housing

State law prohibits discrimination in the development process against housing projects for low- and moderate-income households. By adopting an anti-discrimination ordinance, West Hollywood is providing greater insurance to residents that housing discrimination will not be tolerated.

Mobile Homes

State law precludes local governments from prohibiting the installation of mobile homes on permanent foundations on single-family lots. It also declares a mobile home park to be a permitted land use on any land planned and zoned for residential use, and prohibits requiring the average density in a new mobile home park to be less than that permitted by the applicable zoning ordinance. Because of the scarcity of vacant sites, this is not a feasible option for West Hollywood to increase its supply of affordable housing.

Affordable Housing on Surplus Lands

State law gives priority to the use of surplus land for the development of low- or moderate-income residences and provides for its sale to local governmental agencies at less than market value for that purpose. Since West Hollywood does not have any surplus land, it cannot implement this option.

Excessive Building Standards

State law prohibits the imposition of building standards that are not necessitated by local geographic, climatic or topographic conditions and requires that local governments making changes or modifications in building standards must report such changes to the Department of Housing and Community Development and file an express finding that the change is needed. Upon adoption of the General Plan, the City will comply with this requirement.

Residential Energy Conservation

13.8 - State law requires all new construction to comply with “energy budget” standards which establish maximum allowable energy use from depletable sources. These requirements apply to such design components as structural insulation, air infiltration, and leakage control, setback features on thermostats, water heating system insulation (tanks and pipes), and swimming pool covers if a pool is equipped with a fossil fuel or electric heater. State law also requires that a tentative tract map provide for future passive or natural heating or cooling opportunities in the subdivision, including designing the lot sizes and configurations to permit orienting structures so as to take advantage of a southern exposure, shade, or prevailing breezes. West Hollywood will insure that new housing construction adheres to these requirements.

Residential Water Conservation

13.9 - State law requires all new residential units to be equipped with water-saving fixtures. West Hollywood will insure that new housing construction adheres to these requirements.

Expedited Processing

Housing projects containing at least 25 percent of the units for low- or moderate-income families are exempt from the three-times-per-year restriction on amendments to mandatory elements of the General Plan. The City will adhere to this policy.

Fees Limitation

State law limits fees charged for zoning variances, zoning changes, use permits, building inspections, building permits and the processing of maps under the provisions of the Subdivision Map Act to the estimated reasonable cost of providing the service for which the fee is charged. It is the intent of the City not to have its fees be in excess of those allowed by State law.

Substandard Unit Improvements

State law prohibits owners of substandard rental dwellings cited for code violations from taking State income tax deductions for interest, taxes and depreciation. Extra tax revenues collected under this provision go to local governments to support code enforcement efforts, to build low- and moderate-income housing, and to minimize neighborhood displacement.

West Hollywood will strictly enforce all code requirements. The City should facilitate the enforcement of this legislation by identifying, maintaining records, and notifying the State of substandard dwellings.

Mortgage Redlining

Under State Law, it is illegal for State-chartered savings and loans to discriminate against entire neighborhoods in lending practices because of the physical or economic conditions in the area. West Hollywood will make this policy known to all institutions financing housing development or rehabilitation in the city.

Arbitrary Discrimination

State law prohibits arbitrary discrimination in real property transactions on the basis of sex, race, color, religion, ancestry, or national origin. The City has enacted an ordinance to prohibit the discrimination in the sale or renting or the above and sexual orientation.

Shelter for the Homeless

State law requires a city's 5-year schedule of actions of the Housing Element to include the identification of adequate sites for emergency shelters and transitional housing. The City has taken steps to initiate a program for the homeless.

C. FIVE-YEAR ACTION PROGRAM

This section presents the City's five-year schedule of actions to implement the goals and policies contained in the preceding section. The agency responsible for each action and the implementation time frame are identified for each measure.

It is estimated that by the year 2000, approximately 2,160 units of housing will have to be produced to meet the City housing needs. This means that in the next five years, 900 new units will have to be provided. Sixty-seven percent of these units should be low- and moderate-income (N=603). Of this total, the City of West Hollywood, inclusionary housing program will produce approximately 75 units or eight percent of the need. The City-sponsored West Hollywood Community Housing Corporation will attempt to meet this need through the purchase and rehabilitation of existing buildings. Through attrition, and the nonprofit, long-term membership of the building, the City could reduce this need by an additional four percent.

Based upon the 1980 county median incomes, 35 percent of West Hollywood households were very low income, 13 percent were low income, 19 percent were moderate income, and 32 percent were upper income. Using these percentages, the total number of housing units to be provided by income category by the City over the next five years is as follows:

FIVE-YEAR HOUSING GOALS

<u>Categories</u>	<u>Total Number of Units to Be Provided</u>	<u>Number of Low and Moderate Units to be Provided by the City</u>	<u>Low and Moderate Units as Percent of City-Provided Units</u>
Very low	319	39	52
Low	117	15	20
Moderate	171	21	28
Upper	<u>293</u>	<u> </u>	<u> </u>
Total	900	75	100

DISTRIBUTION OF MARKET RATE UNITS

<u>Distribution</u>	<u>Units</u>
Renter	261
Owner	<u>32</u>
Total	293

To achieve these goals, the City will implement the following measures in addition to continuing current housing program activities.

Production of New Housing

13.9 - In order to encourage the production of new housing units in the city, a public information campaign should be mounted which will:

- a. Make public the General Plan in order to inform potential developers of residential development opportunities in the city.
- b. Make public its bonus density programs in order to encourage all interested parties to develop new housing in the city.
- c. Develop a handbook on how to apply for housing development in the city.
- d. Periodically, the City will publicize and/or make revisions or updates in procedure permitting or ordinances which may impact the production of housing in West Hollywood.
- e. To maintain balance of residential densities for under-developed areas, evaluate General Plan amendment requests for density changes in light of the overall impact on the distribution of densities and especially on the provision of adequate higher-density zoning.

Responsible Agency: Department of Community Development
Time Frame: One Year

Production of Affordable Housing

I3.10 - Production of affordable housing shall be a high priority for the City. To achieve this objective, the following steps will be taken:

- a. Through the use of the density bonus program, the City will allow developers to construct additional units if they build low- and moderate-income units.
- b. A housing trust fund has been established. Developers of multiple units who choose not to produce low- and moderate-income units may contribute to the trust fund instead. The in-lieu fee contribution should be reviewed and revised periodically to ensure that it provides sufficient funds for the construction of an equivalent number of affordable units not provided for by the developer.
- c. Develop a program that will allow the conversion of controlled rental units to limited equity cooperatives without involuntary displacement of tenants and while assuring the continued protection of the affordable housing stock.
- d. Consider the possible satisfaction of the affordable housing requirements by development of additional affordable units or dedication of existing market-rate units as affordable units at another site in the City as defined in Implementation Program I3.4.

Responsible Agency: City Council
Time Frame: Ongoing

Construction of Affordable Housing

I3.11 - In order to add to the supply of affordable housing units, the City has created a not-for-profit housing corporation. This corporation intends to facilitate the development of 15-20 very low, low, and moderate-income units per year over the next five years. Through this agency, the City will also provide grants to other not-for-profit agencies who can provide innovative approaches to the production of low- and moderate-income housing units.

Responsible Agency: Community Housing Corporation
Time Frame: Ongoing

Production of Senior Housing

I3.12 - In order to encourage the production of new senior housing, the City will:

- a. Through the use of a density bonus program, developers will be allowed to construct additional units if they produce 50 percent or more of their units for senior housing.
- b. To further stimulate the development of senior housing, a 14 units per acre or 50 percent density bonus will be available to developers who reserve the additional increment or 50 percent or more of the units for occupancy by seniors in areas designated for medium high and high-density residential.
- c. Additionally, development of small, second units ("granny flats") will be permitted in low density residential neighborhoods within prescribed site development standards to ensure compatibility with existing residences.
- d. Through the Human Services Department, the City will continue to support alternative living arrangements for seniors by providing support to programs which can provide such arrangement.
- e. Provide grants to other nonprofit organizations who can provide innovative approaches for the production of senior housing.
- f. Through the not-for-profit corporation, the City will facilitate the development of 15 new low- and moderate-income units per year, seniors will be eligible for these units.

Responsible Agency: City Council

Time Frame: Ongoing

Preservation of Existing Housing

I3.13 - Given that the city is nearly built out, it is crucial that the existing residential units be maintained and kept in a state adequate for occupancy. Toward this end, the City will:

- a. Adopt a demolition ordinance requiring that removal of existing residential stock must be accompanied by a plan to replace the removed housing on a minimum one for one basis.
- b. The City will keep in effect a condominium conversion ordinance in order to maintain existing affordable units throughout the city.
- c. The City will continue to offer rehabilitation services by employing Community Development Block Grant Funds for this purpose.

- d. Neighborhood preservation areas will be designated to preserve existing single-family residential life styles in the city.
- e. To keep City-sponsored affordable units available on a continuing basis, the City will require a deed restriction limiting the occupancy to low- and moderate-income individuals for the life of the structure.
- f. Establish a mechanism by which illegal housing units can be legalized; defining specific criteria, conditions, and procedures. At a minimum, such units must be habitable and meet basic health and safety requirements. Only units existing at the time of the City's incorporation should be eligible for consideration.
- g. The City should continue and expand financial incentive programs for the maintenance and rehabilitation of existing residential structures; including possible low-interest loans, financial grants, tax rebate and other techniques.
- h. The City should provide programs which educate the public regarding the technical means to maintain and rehabilitate residential structures; including publication of home improvement instructions, conduct of home improvement classes, provision of field technical assistance for seniors, low-income, and others, and other techniques.
- i. The City should actively pursue its code enforcement program, identifying deteriorated structures and working with the property owner to upgrade the property.
- j. The City should develop incentive programs for the replacement of dilapidated residential structures which cannot be upgraded. This may include the use of redevelopment tax increments, if a project is enacted, low-interest loans, tax rebates, financial grants, and other techniques.

Responsible Agency: City Council

Time Frame: Ongoing

Maintaining Existing Affordable Housing

I3.14 - In order to assure that current residential units remain affordable the City will:

- a. Keep in effect the existing rent stabilization ordinance in order to maintain existing affordable units throughout the city.

- b. Keep in effect the existing condominium conversion ordinance in order to maintain existing and affordable housing units throughout the City.
- c. Through the Human Services Department, the City will continue to offer services to homeless individuals.

Responsible Agency: City Council

Time Frame: Ongoing

*Financing Affordable Housing
Production and Providing Housing
Subsidies*

13.15 - Federal and other government financial assistance for the production and subsidization of low- and moderate-income housing is virtually nonexistent. Consequently, the City will have to seek other means to finance these types of units. In addition to using revenue from the General Fund and the Housing Trust Fund, the City should:

- a. Assess the feasibility of establishing a shared equity program, whereby the City will lend a potential low- or moderate-income home purchaser up to \$75,000 to purchase a home for a ten-year time period at a low interest rate. After ten years, the home will be refinanced and the City loan repaid. If the home is sold prior to that time, the City will share in any equity appreciation equal to the amount of its initial investment.
- b. Undertake a tax-exempt mortgage revenue bond program.
- c. In the event that future State or Federal monies become available for the support of affordable housing, the City will actively pursue receiving their fair share of such funds.
- d. The City will encourage owners of rental units to accept County vouchers which provide affordable rental units to low-income individuals.
- e. Work with religious organizations, private foundations, and other institutions in securing funds and participating in the development of affordable housing.

Responsible Agency: City Council

Time Frame: Ongoing

Elimination of Discrimination in Housing

I3.16 - To assure the residents in West Hollywood are not discriminated in the securing of rental or owned housing, the City will:

- a. Continue the ordinance making it illegal to discriminate in the sale or rental of housing in the City of West Hollywood on the basis of race, religion, sex, age, family status, sexual orientation, or personal health.
- b. Direct the Housing Division to receive and follow-up on discrimination complaints. Any complaints about illegal housing discrimination will be investigated within 10 days of such a complaint.
- c. The City will direct the City Attorney to prosecute any person found to be guilty of violating the housing anti-discrimination ordinance.
- d. The City will enforce the State's barrier free legislation (Title 24) which requires that all newly constructed units provide easy access to persons with physical disabilities.

Responsible Agency: City Council
Time Frame: Ongoing

Reduce the Cost of Producing Housing

I3.17 - Developers of housing often complain about problems with permits and application inspections, fees and bureaucratic delays, etc., as major factors contributing to increased costs in housing. In order to minimize these as contributing factors to the cost of housing, the City will:

- a. Develop a permit application procedure which will minimize the time a developer applies for a building permit until the permit is actually issued.
- b. Develop a procedure whereby all necessary permits can be obtained with a unified one-stop process, in which all steps in the process are coordinated through a single staff person.
- c. Set up a construction inspection process whereby all inspections are made within 24 hours of request.
- d. Set reasonable fee rates for permits and applications in order to minimize adverse impacts on the production of new housing units.

Responsible Agency: City Council
Time Frame: Ongoing

Monitoring and Evaluation

I3.18 - In order to assess whether or not the City's housing goals and objectives are being met and to identify what corrective steps should be taken in the event goals and objectives are not being met in a timely fashion, the City will develop:

- a. A computerized data base, which when fully developed, will contain the following type of information: map, book and parcel number, land use category, existing number of units, allowable number of units, number of low- and moderate-income units, number of senior units, rent charged for low- and moderate-income units, rent charged for senior units, age of building, assessment of building conditions, etc. Annual reports produced from this data base will be used in assisting the City in determining how successful it is in meeting its housing production, maintenance and preservation goals.
- b. An annual report on housing discrimination, complaints and their disposition will be produced to assist the City in determining the effectiveness of its anti-discrimination goal.

Responsible Agency: Community Development Department
Time Frame: Ongoing

Regional Cooperation

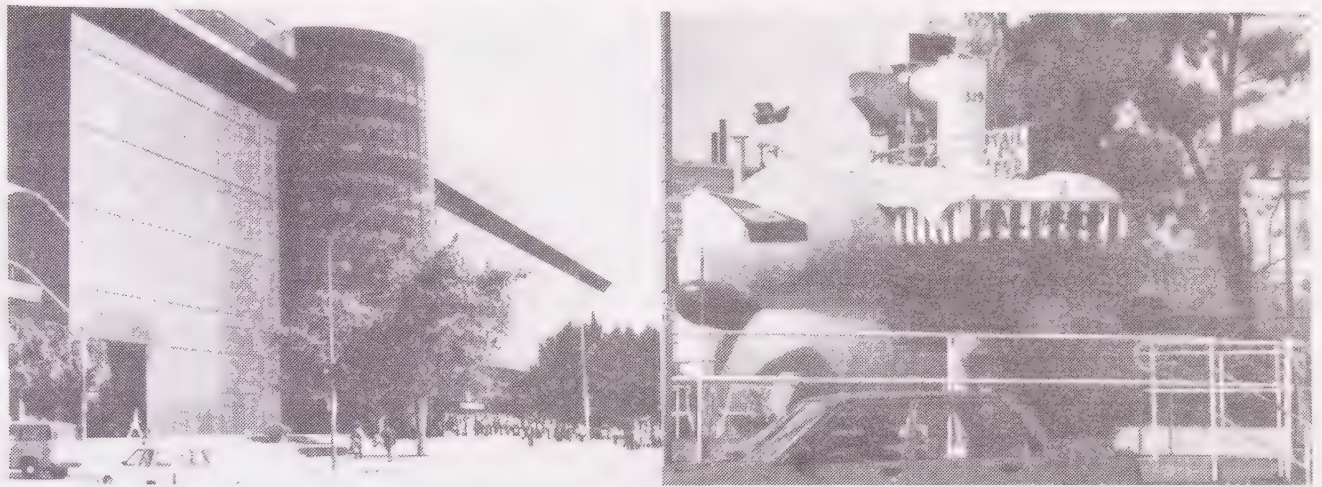
I3.19 - The City shall work with the Southern California Association of Governments and State of California to encourage an appropriate fair share allocation of regional housing demands based on population need, percentage of existing affordable units, and ability to accommodate additional growth. Additionally, the City shall work with adjacent cities in formulating and implementing strategies for the development and retention of affordable housing.

Responsible Agency: Community Development Department
Time Frame: Ongoing

Economic Development Strategy 4.0



4.0 ECONOMIC DEVELOPMENT STRATEGY



INTRODUCTION

It is the intent of this section of the General Plan to define a set of policies which will assist the City's elected leadership and management in the formation of deliberate initiatives for the maintenance and enhancement of West Hollywood's economic development. While these are intended to provide a long-term economic framework for the city, their focus is on what can be achieved during the next five years.

An economic development strategy is not mandated as part of a city's General Plan by State law. However, the realization of many policies contained throughout the State-mandated elements will be inseparably linked to the strategies defined herein.

The background data, analyses, policies, and programs contained in this plan are presented at greater length in the Draft Community Economic Development Strategy for the City of West Hollywood, California, prepared for the Economic Development Division of the Community Development Department by Economics Research Associates (June 24, 1987). The full text document is incorporated as a part of this plan by the reference and is available for review at City Hall.

BACKGROUND AND ANALYSES

A. LAND USES AND VALUATION

The following indicates the principal characteristics of land use and value in the City of West Hollywood during 1985-86 and 1986-87:

1. Of all individual parcels, 88.6 percent are in residential use, representing 68.6 percent of total secured valuation, and 9.7 percent are in commercial use, representing 27.2 percent of total secured valuation.
2. Only one percent of all parcels are in industrial or industrial-related use, representing 2.9 percent of total secured valuation.
3. Residential, commercial, and industrial parcels aggregate to 99.3 percent of all parcels and 98.7 percent of all value.

4. Net increase in total secured valuation from 1985/86 to 1986/87, as measured by the County Assessor, was six percent, or some \$107 million, with the greatest absolute increase of \$75 million occurring as commercial land.

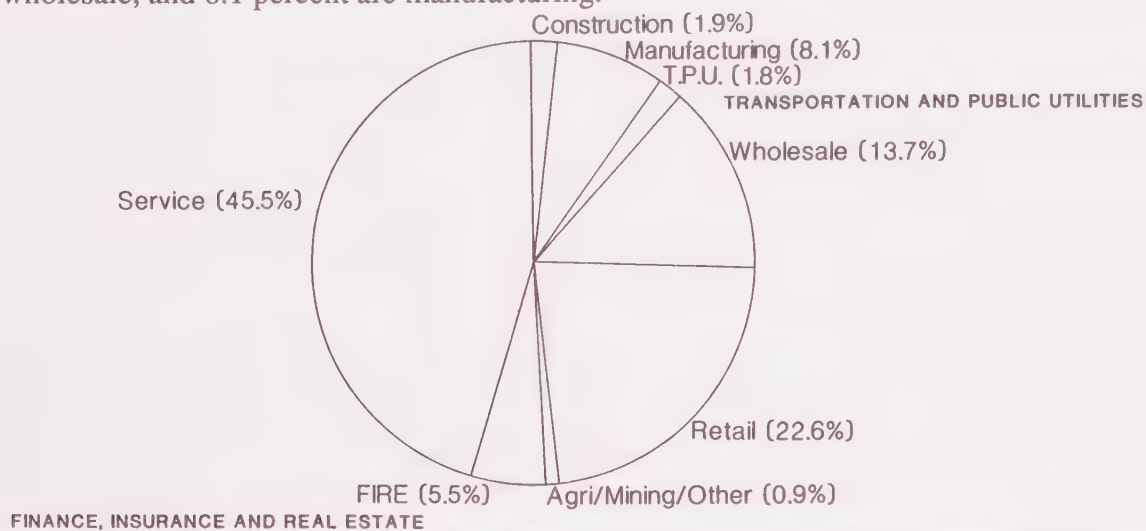
It is anticipated that the greatest oncoming changes in valuation will continue to occur on existing commercial land.

B. BUSINESS TYPES AND SPECIALTIES

It is projected that the total scale of business activity in the city is as follows:

1. Number of firms in the city: 2,850
2. Gross annual business volumes: \$2.45 billion
3. Total private firm employment in the city: 22,600

Of the total businesses, approximately 45.5 percent are services, 22.6 percent are retail, 13.7 percent are wholesale, and 8.1 percent are manufacturing.



It is estimated that the five business specialties account for approximately 41 percent of all firms located in the city and have the following scale:

<u>Specialty</u>	<u>Number</u>	<u>Percent</u>
Home furnishings/design group	350±	12
Clothing and apparel group	210±	7
Motion picture and entertainment group	316±	11
Medical and related medical services	167±	6
Eating and drinking establishments	148±	5

The employment distribution profile by type of business activity in the city is estimated to be as follows:

<u>Activity</u>	<u>Employees</u>	<u>Percent</u>
Agricultural/mining/other	116±	0.05
Construction	321±	1.4
Transportation/communications/utilities	397±	1.8
Manufacturing	1,933±	8.5

Wholesale trade	2,473±	10.9
Retail trade	6,039±	26.7
Finance, insurance, real estate	1,147±	5.0
Services	<u>10,187±</u>	<u>45.1</u>
	22,613±	99.45

The five specialty groups, which cut across the classifications indicated above, appear to account for approximately 43 percent of all employment located in the city, as follows:

<u>Activity</u>	<u>Employees</u>	<u>Percent</u>
Home furnishings/design group	1,884±	8
Clothing and apparel group	1,090±	5
Motion picture and entertainment group	3,045±	13
Medical and related medical services	775±	3
Eating and drinking establishments	<u>3,175±</u>	<u>14</u>
	9,889±	43

C. RETAIL SALES TRENDS

Retail activity in the city between 1981 and 1986, as measured by the California State Board of Equalization has been characterized by steady improvement. The strongest growth patterns have been experienced in apparel, auto sales and supplies, food stores, home furnishings, and eating, and drinking establishment sales.

West Hollywood can be characterized as an intensely urban retail sales environment, dependent upon the Los Angeles regional population for a substantial portion of the sales which occur in the city. Two observations, drawn from the 1986 taxable sales data, bear this out:

1. Sales taxes generated in retail stores and eating and drinking establishments represent 60 percent of total sales tax receipts.
2. Eating and drinking places represent roughly 19 percent of total sales tax receipts, and 32 percent of retail store sales taxes.

D. CONTRIBUTION OF BUSINESS ACTIVITY TO MUNICIPAL REVENUES

It is estimated that approximately 62 percent of all revenues flowing to the City's General Fund are generated by business activity within West Hollywood. When all revenue accounts are taken into consideration, it appears that business activity within the City of West Hollywood generates approximately 52 to 55 percent of total city revenues.

E. ECONOMIC DEVELOPMENT CONSTRAINTS AND OPPORTUNITIES

1. Constraints

- a. The City of West Hollywood is a small geographic area within the enormous Los Angeles region. With a few exceptions, no street or district is entirely contained within the city. As a small urban area, potentials for large-scale expansion of employment are limited and the ability to achieve an economic identity separate from the larger metropolitan area is hindered.

-
- b. The city is “built-out”, containing virtually no vacant land, and little property in dominantly uneconomic use. New economic development will necessitate recycling, revitalizing, and maintaining uses.
 - c. Private development projects will be significantly impacted by existing high land prices., Land prices for commercial properties in 1987 typically range from \$40 per square foot (east end) to more than \$120 per square foot (west end). In addition, costs for new site development are increased by costs for tenant, relocation and removal of existing structures. The impact of high land prices appears to be leading toward the gentrification of commercial and services uses within existing structures, and the planning for “upscale” retail and services uses in new developments.
 - d. Costs for new development and adaptive re-use of existing will be increased to account for enhanced development standards.
 - e. The city has inherited an infrastructure which will require increasing investment due to its age. It is anticipated in the early 1990s there will be the need for substantial reinvestment for rights-of-way maintenance, drainage improvements, and, possibly, shared investment in utilities delivery systems.
 - f. Continued reduction in permitted commercial intensity could hinder land assembly and investment, particularly in those areas of the community which should be revitalized in the next 10 to 15 years.
 - g. West Hollywood and its business specialities are dependent upon the Southern California regional population for business volumes. The mix of businesses and specializations in the city cannot survive without consistent patronage from the immediately surrounding Los Angeles and Southern California regional populations. It will be necessary to consistently bolster the community’s many attractions, keeping West Hollywood “out in front” of the competition.
 - h. Initial negative treatment in the regional and national media has caused some investment hesitancy in the city. Regional and national media concentrated on the emerging AIDs crisis, political personalities, rent control, development moratoria, and investment community concerns. Subsequently, negative media treatment has substantially declined. There is, however, a residue of doubt which will only be removed by consistent demonstration of business activity success, development investments that work, and continuation of an innovative public relations program.

2. Opportunities

- a. West Hollywood is a new city, generating new approaches to business enhancement and sustenance. The City has formed the promise of an effective partnership with the business community through the West Hollywood Marketing Corporation.
- b. West Hollywood maintains a very high imageability. If the City continues its investment in the definition of its location and the spectrum of attractions and commercial services located within the community, it should be able to maintain and enhance some of the specialties which are or will be unique to the city. The city is a collection of districts and corridors within which are located many of the sought-after fashion and entertainment attractions in southern California. In essence, West Hollywood in the late 1980s and early 1990s speaks directly to the middle-aged baby boomers whose consumerism and discretionary income expenditures are becoming more personally and individually directed.

- c. West Hollywood is consistently establishing a framework for quality. The City has embarked upon a simultaneous series of policies and programs which set the agenda for consistent delivery of private sector and City projects and programs. General Plan policies and programs for land use, urban design, housing, circulation, and infrastructure, and human services are directed at the achievement of a high quality environment for residents, business persons, and visitors to the city. West Hollywood has deliberately determined that it will not be constrained by the past, and will initiate the quality of activities which coincide with its self-recognized creative diversity.



North of Melrose on Kings Rd.; 1939

GOALS, OBJECTIVES, AND POLICIES

The following lists the goals, objectives, and policies for economic development in the City of West Hollywood. Implementing programs are contained in the following sub-section. At the end of each policy is listed a capital "I" and number in parentheses which refers to the pertinent implementation program.

Goal

4A - Maintain a balanced land use program.

Objective

4.1 - Provide for the continued array of environmentally suitable land uses which have been the historic reality in the city--in order to encourage diversity; maintain and enhance the vitality of the commercial district/corridors and protect residential neighborhoods enclaves which are the city's pattern; and promote reinvestment in each of these areas.



Policies

4.1.1 - Define acceptable current and future development densities, with emphasis on the feasibility of reinvestment in existing land and structures (I4.1 through I4.9, inclusive).

4.1.2 - Promote the retention of existing uses, adaptive reuse, and new development in accordance with the Land Use Element and implementing zoning ordinance (I4.1, I4.2, and I4.57).

4.1.3 - Establish reasonable standards criteria which can be applied to new development proposals and major adaptive use concepts, recognizing the City's simultaneous concern for real density controls (I4.1 through I4.9, inclusive).

4.1.4 - Promote reinvestment in existing housing inventory of all density types and occupant income levels (I4.9).

4.1.5 - Revitalize, recycle, and maintain existing uses and buildings and encourage new low-rise development which maintains the low-rise scale of the city's commercial corridors and districts (I4.1, I4.2, I4.6, and I4.57).

4.1.6 - Limit new commercial and mixed-use developments, as necessary, to retain sufficient local-serving commercial use to meet the needs and be readily accessible to residents (I4.1, I4.2, I4.5, and I4.57).

4.1.7 - Prepare a zoning ordinance that provides a framework for ensuring the retention and expansion of neighborhood-serving uses through the regulation of allowable street frontage, overall square footage, land use, reduced rental rates in parking structures, construction of incubator space, and other appropriate mechanisms (I4.1, I4.2, I4.3, and I4.57).

4.1.8 - Encourage the reuse of vacant commercial buildings by establishments which are representative of the city's key business industries and those which serve the residents (I4.4, I4.27, I4.55, and I4.57).

Goal

4B - Generate knowledge and experience in the region, state, nation, and world of the unique character of West Hollywood.

Objective

4.2 - Deliver unique visual messages which define the multiple exciting character of the community, as a quality experience; focus the city as a desirable business location and as a first-class customer/visitor destination; and select consistently quality new development and reuse projects.

Policies

4.2.1 - Select those public corridors/places/paths which can be improved and programmed within the next five years (I4.10 through I4.17, inclusive).

4.2.2 - Continue partnership investments of the City with the West Hollywood Marketing Corporation and principal business groups in outreach to broadcast positive image (I4.11 through I4.15, and I4.29 through I4.32).

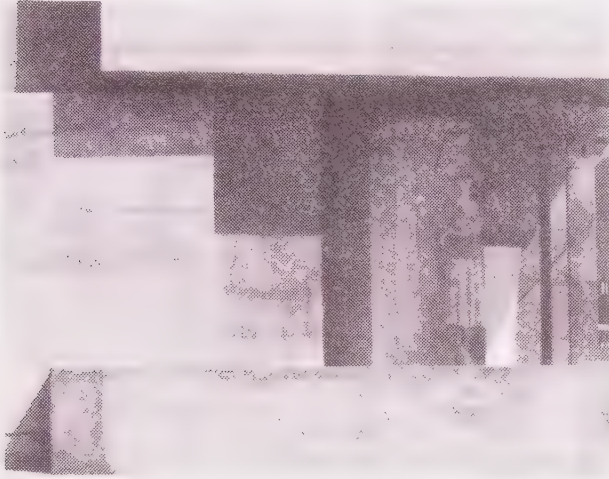
4.2.3 - Adopt an Economic Development Strategy which is accessible to developers and businesses considering investment and location within the city (I4.18, I4.19, I4.21, I4.29, I4.30, I4.31, I4.32 and I4.34).

Goal

4C - Encourage trend-setting by the city's special business groups (interior design, clothing design, restaurants and commercial entertainment, motion pictures/TV/recordings, etc.).

Objective

4.3 - Maintain the linkage/recognition connection between themes like “creativity,” “California look,” “The New Southern California,” etc., and identification with West Hollywood.



Objective

4.4 - Establish a City reputation as a contemporary cultural center, presenting the performing and representational arts as a program specialty of the community.

Goal

4D - Strengthen the attractiveness and economic viability of the several distinctive business districts and corridors which make up the community, thereby improving the entire city.

Objective

4.5 - Create a special sense of place and recognition of a district as being within West Hollywood (Sunset Strip, the Pacific Design Center and environs, Warner Hollywood Studios, and the Santa Monica Boulevard corridor, for example); build on the strengths already in place and ensure the contemporary and future economic health of a district and its businesses; and involve the owners and businesses in partnerships to carry out economic revitalization as appropriate and timely to each district.

Policies

4.3.1 - Encourage deliberate regional and national exposure of the developing trends--“dateline West Hollywood” (I4.20 and I4.22).

4.3.2 - Define the “Look of the City” in terms which are complementary to, and provide for the flexible evolution of, the “California Look/Life Style” theme of the city’s special business groups. This changing, evolutionary “look” may be displayed in public places (I4.20 and I4.22).

4.3.3 - The Marketing Corporation should have an annual business development strategy, in tune with the new and oncoming themes, that includes a comprehensive tracking system that measures increases in the city’s sales tax base and hotel occupancies and measures commercial investment patterns in the city through leasing information, building permit activity and interviews with banking institutions (I4.29 and I4.32).

Policies

4.4.4 - Create a West Hollywood Arts Trust as a public-private partnership to develop the array of cultural activities which will arouse the regional publics (I4.23).

Policies

4.5.1 - Establish a deliberate economic development strategy for each viable district which would include the participation of major district anchors in any district development activity (I4.24, I4.25, I4.26, I4.28 and I4.33).

4.5.2 - Provide infrastructure/public improvements (including parking management and development) in each viable district (I4.27 and I4.28).

Goal

4E - Build long-term partnerships between businesses, business organizations, and the City.

Objective

4.6 - Continue existing public and private partnerships to market the City; establish new economic development initiatives on a district or neighborhood specific focus; and develop funding mechanisms between the City and property owners where appropriate and feasible.

Goal

4F - Increase the urban design quality in new developments and revitalization projects which achieve a high visibility for the city and induces new economic activity.

Objective

4.7 - Establish a balance between development performance standards and project mitigation fee schedules; establish public benefit trade-offs which secure public art/landscaping/hardscaping/water elements/etc., as a part of new private development approvals; and formulate a process for new development and revitalization project review which combines city urban design, livability, and public performance standards.

4.5.3 - Establish implementation programs which join private and public funding sources, so that local owner commitment is secured. Such programs may include redevelopment, off-street parking districts, job training partnerships, etc. (I4.28, I4.33, and I4.57).

Policies

4.6.1 - Provide continued support for the West Hollywood Marketing Corporation, so that momentum is built and sustained (I4.29, I4.30, I4.32 and I4.34).

4.6.2 - Design a partnership program between the City, the Chamber of Commerce, and the West Hollywood Community Alliance which pledges the several resources of the groups (I4.29 through I4.34 inclusive).

4.6.3 - Develop initiatives between the City and business groups which deliver co-sponsored events, regular activities, and new developments (I4.29 through I4.34 inclusive).

Policies

4.7.1 - Establish a Capital Improvement Program/Public Facilities Fee Ordinance--requiring irrevocable developer commitments to pay for the cost of public improvements which are required to serve the new or substantially revitalized project (I4.35 through I4.38 inclusive).

4.7.2 - Enhance and expand the City's ongoing programs to require developers to pay for public art, provide quality landscaping and perimeter public improvements, and to maintain the required improvements (I4.36 through I4.39 inclusive).

4.7.3 - Require that new commercial development mitigates impacts on the City's housing, public open space, and child care facilities resources (I4.40).

Goal

4G - Increase the City's revenue base.

Objective

4.8 - Increase the City's General Fund (taxes and revenues which flow to the City from its exercise of General Law City authorities) and fees for cost of services revenue base (outside the General Fund); and develop new revenue streams outside the existing budgeting process, including enterprise funds, capital improvement program sources, and special purpose donation trusts.

Policies

4.8.1 - Require that new land development, private revitalization, and new occupancy approvals fees cover the costs of permit issuance and administration (I4.41 through I4.48 inclusive).

4.8.2 - Prepare and implement an economic diversification strategy that includes approaches to broadening the City's economic base, creating residential employment opportunities, and enhancing the City's tax base (I4.24).

4.8.3 - Require that any project, in conformance with the General Plan, pay a portion of the cost of creating adequate City public improvements and facilities (I4.41 through I4.48 inclusive).

4.8.4 - Create funding trusts to delivery public facilities (capital improvements and operations and maintenance endowments) which serve its residents and region (I4.41 through I4.48 inclusive).

4.8.5 - Create the capability to identify, pursue, and capture inter-governmental grants on a sustained basis (I4.46, I4.47, and I4.49).

Goal

4H - Link municipal revenues to municipal programs which serve economic development requirements as well as community services desired by the residents.

Objective

4.9 - Establish guidelines which link business activity revenues to City economic development activity program costs and determine the range of reasonable support costs for social/"soft" program benefits which the City may especially fund.

Objective

4.10 - Define the public facilities needs of the city and the means to assess and recover capital project and operations and maintenance costs.

Objective

4.11 - Initiate economic development programs and projects which link residents with business in the city, such as job training and job development.

Policies

4.9.1 - Produce an annual "State of the City" document, highlighting all aspects of City activity, including economic and business trends (I4.50 and I4.52).

4.9.2 - Show the relative proportion of business revenues to economic development program expenditures (I4.50 and I4.52).

Policy

4.10.1 - Establish annual priorities between capital projects and economic development programs, within the context of an overall five-year Capital Improvement and City Revitalization Program (I4.51, I4.52, and I4.53).

Policies

4.11.1 - Generate job development programs within the City through customized training in the City's specialty areas (e.g., restaurants, motion pictures, furniture production) (I4.54).

4.11.2 - Include a job training/job creation component in all economic development programs, including the commercial facade renovation and redevelopment projects, as feasible (I4.54 and I4.55).

4.11.3 - Enhance the economic security of the city's residents by developing and implementing resident job hiring and job training programs (I4.54 and I4.55).

IMPLEMENTATION PROGRAMS

The following lists the programs to implement the economic development policies contained in the preceding subsection of the plan. The capital “I” and number preceding each program are referenced by the policies which it implements. These programs present a range of options which should be considered by the City and are not mandatory or all-inclusive. They are elaborated in considerable detail in the full-text Draft Community Economic Development Strategy.

A. PROGRAMS

Ordinances and Standards

I4.1 - Adopt the West Hollywood General Plan.

I4.2 - Conform the Zoning Map to the General Plan, as required by California law.

I4.3 - Provide for standards and overlays in the Zoning Ordinance which are appropriate for retaining and expanding the city’s neighborhood-serving commercial uses.

I4.4 - Provide for allowable uses in the Zoning Ordinance which are especially appropriate to a creative city, such as:

- Art studio/residential uses and structures.
- Interior design materials manufacturing.
- Art and design materials and experimental development and testing laboratories.
- Gallery/museum/studio use combinations.

I4.5 - Provide for the orderly amortization of nonconforming uses.

I4.6 - Develop minimum site area standards in the Zoning Ordinance which encourage the collection of related uses--such as auto services, repairs, parts and supplies sales.

I4.7 - Allow for a specific or development plan ordinance technique which encourages and provides incentives for phased land use transition.

I4.8 - Provide realistic development density allocations (floor area ratios) in targeted revitalization and redevelopment areas in order to stimulate private redevelopment feasibility.

I4.9 - Develop “proportional conformance” guidelines for residential districts and neighborhoods so that the cost of rehabilitation need not carry an undue off-street parking performance burden.

Public Improvements

I4.10 - Concentrate public resources on the continuing public streetscape/landscape improvement of the Santa Monica Boulevard corridor (i.e., flags, trees, lights, etc.).

Space and Event Programming

I4.11 - Continue the development and implementation of the “Gallery Walk.”

I4.12 - Establish a consistent theme of urban sports, health, exercise through imaginative use of the public rights-of-way and private surfaces (10K Run, bicycle events, non-peak hour use of parking lots as games courts, rooftop uses as games courts, etc.).

I4.13 - Initiate seasonal events which encourage resident and visitor self-participation--such as Halloween, Mardi Gras, a Festival of Summer Lights, etc.

I4.14 - Consider the sponsorship of a regional art sales festival.

I4.15 - Evaluate the feasibility of the development of an entrepreneurial museum.

I4.16 - Develop a West Hollywood Weekend “package” which provides a high-quality in-town experience of the community’s many assets including hotel, restaurant, gallery, interior design showroom, nightclub, etc.

Support of Economic Activity

I4.17 - Provide incentives for or participate in the development of incubator space (primarily through rehabilitation and adaptive use of existing structures) for new businesses in key creative industries, such as interior design, fabric and clothing design and manufacture, kinetic art forms, “DAT” technology, restaurant technology, etc.

I4.18 - Develop an incentive program for key industries, including the restaurant industry, that provides limited City incentives (City gives back its share of first year sales tax, utility tax, etc.), includes a flexible zoning overlay that addresses rehabilitating and converting existing structures, allows outdoor dining and recognizes parking constraints, and maximum public and market exposure (e.g., promotion and advertising).

I4.19 - Consider the establishment of a limited risk Department of Enterprise within City Government or within the WHMC whose mission is to take interim term small investment risk positions in applicant new firms locating in the city. In concept, the idea is to risk either municipal tax revenue collections for one to five years, or some direct investment amount (say, up to \$50,000), either one to be paid back at twice the investment in seven to ten years.

Design and the Arts

I4.20 - Consider holding an annual design forum presenting world class design arts from the world-at-large to the west coast and promoting those design arts innovations marketed by West Hollywood firms.

I4.21 - Provide the corporate status for a West Hollywood Arts Trust which can be an operating endowment for the coordination and presentation of all art forms in the city's public and private spaces.

District Identification and Promotion

I4.22 - There are five to seven definable commercial districts in West Hollywood. Each district should be carefully identified so that economic development (and maintenance) programs can be tailored to the specialties found there.

I4.23 - Clustered business specialty groups should be encouraged to generate common promotional strategies--and to implement bold customer/client attractions programs.

I4.24 - City commitment to provide technical assistance to a business within a district for business development plans, revitalization strategies, or publicly-funded revitalization or redevelopment project.

Improvements and Revitalization

I4.25 - City commitment to pay for front-end design and administration costs of establishing an assessment district for improvements and/or maintenance.

I4.26 - Deliberately practical revitalization programs should be negotiated between the City and the individual district of owners and tenants. Such programs may be one-, three-, or five-year duration (or more) and may include:

- Voluntary structure/space rehabilitation loans.
- New public improvements maintenance assessment district.
- Public improvements installation one-time costs (lighting, tree planting, street signing, etc.).

- On-street parking management programs.
- District identification symbols/logos, within the overall framework of a West Hollywood hallmark.

I4.27 - Link City revitalization and redevelopment initiatives to those districts/groups which actually and diligently pursue such support and demonstrate partnership responsibilities.

I4.28 - Establish a “City Team” of City, WHMC, Chamber, and specific business groups for purposes of target marketing (case by case) to existing firms to be retained and new firms to be sought.

I4.29 - Write explicit annual performance contracts by the City with its business and economic development partners (WHMC, Chamber, Alliance, etc.).

I4.30 - Create multi-year programs and projects between business groups/districts and the City, requiring sustained levels of partnership effort and cost allocations.

I4.31 - Commit a portion of the City’s business derived revenues to economic development programs and projects as needed.

I4.32 - Focus practical job training programs to specific private sector needs [for example: design Job Training Partnership Act (JTPA) customized training to newly developing job opportunities. (hotels, restaurants, building maintenance, etc.)] to resident employment needs based on skill level, education, ability to work, etc.; and to meet job gaps such as a lack of skilled nurses, etc.

I4.33 - Emphasize and negotiate high-quality site planning and structure design through project urban design review by staff.

I4.34 - Establish standards in the Zoning Ordinance which stimulate landscape, water element, lighting representational, fine arts, and urban design achievements in new, rehabilitated, and adaptive use structures and sites.

I4.35 - Require high-quality perimeter public improvements design and construction linked to the new or rehabilitated project in the Zoning Ordinance.

I4.36 - Seek specific cost/performance private project formulas, such as:

- 1 percent for public art
- 2.5% for landscape/hardscape
- Obligatory mechanical/utilities screening
- 5-year replacement guarantees, as appropriate, for the above
- CC&Rs providing for City initiative to cause property maintenance cures at owner costs after five years.

I4.37 - Establish specific, fair, economically feasible, and administratively enforceable measures to require that the impacts of new commercial development on the city's housing, public open space and child care facilities resources are mitigated. Incentive zoning, exactions and other appropriate zoning techniques should be considered. Where applicable, these standards and measures should be established to comply with all legislative requirements.

Public Cost, Revenue, and Fees

I4.38 - Consolidate City development fees, project mitigation charges, and other permit costs for ease of interpretation by both City and applicant/developer.

I4.39 - Deliver discretionary City services on a cost recovery basis--voluntary (non-mandated) City programs should demonstrate costs coverage from multiple sources, including fees, in the annual budget.

I4.40 - The City should favor those development and revitalization projects which generate both General Fund revenues which cover City services, operations and maintenance costs, and any capital investment borrowing or financing requirements.

I4.41 - Non-residential projects which generate substantive General Fund revenues above costs coverage should be encouraged when appropriate to the scale of the city and complementary to its business mix and diversification objectives.

I4.42 - Project permit fees should be adjusted periodically to reflect the costs of issuance by the City and the several service contractor entities which bill the City.

I4.43 - Create and maintain a five-year Capital Improvement Program (CIP) budget, annually adjusted to reflect municipal realities and priorities.

I4.44 - Establish new General Fund revenue sources which support the increasing program responsibility of the City. To this end, the City should conduct a study within 18 months of the adoption of this Plan to identify potential services, evaluate the amount of revenue to be derived, assess the impacts on business operations, and determine overall feasibility. Based on the results of this study, the City should implement the mechanisms necessary to obtain the revenue.

I4.45 - The City should aggressively seek funds for economic development purposes from the state and federal governments as they become available in the future.

I4.46 - Consider the appropriateness of feasibility of adopting a comprehensive “new/rehab/change of occupancy” fee, which contributes to the Capital Improvement Program. The CIP should define both unmet needs as well as newly generated needs caused by new development.

I4.47 - Special circumstance costs to the City should be recoverable. This may include mutual aid pact costs, liability insurance costs run-ups, etc.

I4.48 - Fund business activity costs (e.g., police and fire protection, marketing and promotion services job training, small business assistance, etc.) as necessary to maintain the City’s strong economic base, while maintaining promotion of a positive small business climate as one of the City’s primary goals.

I4.49 - Capital formation capacity by the City of West Hollywood should principally be directed toward business development and redevelopment, whether as supporting public improvements or as legally and financially allowed private business incentives and property development and revitalization incentives.

I4.50 - Over the long term, each City-stimulated economic development project must be tested by its term of payback to the community (5, 7, 10 years or more).

Civic Buildings

I4.51 - As a dense, “built out” community, West Hollywood arrived with few public grounds/facilities. The City must define its own special brand of multipurpose, highly imageable community civic center which can be a hallmark of urban excellence for years to come.

Job Training

I4.52 - Capture specific JTPA and E.D.D. allocations for job training and job development activities within

the City--targeted to upgrading residents' job skills, meeting the training needs of specific sectors of the population, addressing job retention and specifying job creation goals.

I4.53 - Create a "Local Hire" program to link businesses with residents by establishing a job bank, advertising on cable TV, holding an annual job fair, etc.

Marketing

I4.54 - Establish marketing programs which reflect the characteristics and interests of the city's residents, including Russians, senior citizens, gay and lesbian people; and others.

I4.55 - Establish and implement programs to market vacant commercial buildings for use by establishments related to the city's principal business industries (design furnishings, entertainment, restaurant, and other) and those which serve the local residents. Techniques to be considered should include the use of the West Hollywood Marketing Corporation, City publications and promotional brochures, Redevelopment Agency (if pursued), and others which are appropriate.

B. ECONOMIC DEVELOPMENT DIVISION FUNCTIONS

The following indicates the recommended responsibilities of the City's Economic Development Division within the larger Community Development Department in implementing the preceding programs. It is projected that the Division's responsibilities will continue to expand significantly over the next five years. The underlying mission statement for the Economic Development Division includes two key concepts:

1. Take the initiative, and
2. Incubate new programs and projects which can be spun off and implemented through contract management.

Accordingly, the appropriate functions for the Division have been outlined as follows:

Economic Development Strategy
Types of Economic Development Functions:
Initiatives and Activities

I. Direct Program Operations

- Commercial Revitalization
- Redevelopment Project Administration
- New Event Support (initial year)

II. Contract Administration

- West Hollywood Marketing Corporation
- JTPA Consortium Customized Training Contract
- Special Grants Contract Administration

III. Technical Assistance

- Facade Improvement Architectural Advisory Services
- Business Group Establishment

IV. Program Plan Development

- District Program Conceptualization
- Adaptive Reuse/Incubator Projects Development Guidelines

V. Financial Technique Development

- Assessment District Establishment
- In-Lieu Parking Fee Ordinance
- Project Mitigation Fee Program Ordinance(s)

VI. Feasibility Analyses

- Off-Street Parking Structure
- Joint Development Feasibility (SCRTD Air Rights)

VII. City Economic Activity Reports/Studies

- Annual “State of the City” Economic Data and Report
- Provision of Special Studies for City Council, City Management, Project Partnerships
- Maintenance of Economic Activity Data Base

VIII. Economic Development Management and Administration

- Annual Program and Budget
- Division Management and Oversight Responsibilities
- Grants Identification and Capture

C. TECHNIQUES TO FINANCE ECONOMIC DEVELOPMENT STRATEGIES

Economic development programs specified herein will involve the use of a diversity of financing techniques. These will encompass both public and private sector investments.

D. MEASURES TO EVALUATE ECONOMIC DEVELOPMENT PROGRAM RESULTS

The City of West Hollywood has initiated formal review procedures for evaluating the progress of the West Hollywood Marketing Corporation stimulating additional business activity. During the discussions leading up to the approval of the initial contract with WHMC in mid-1986, a series of regularly provided data resources were identified which could be used by City staff to measure changes in business activities within the community. Such data provide an after-the-fact picture of change. Many of the data sources are maintained in City Hall and can be easily accessed from time to time.

A series of regularly reported business activity indicators can be used periodically to estimate business volumes in most of the non-service sectors. Selective use of the reporting systems described hereafter can measure the impacts of economic development programs and projects, on both a district and a city-wide basis.

1. **Sales Taxes** - Reported by the State Board of Equalization quarterly. The City can request data compilation by district areas of West Hollywood, to discover trends.
2. **Transient Occupancy Taxes** - Collected by the County for the City. Taxes reported will provide an estimate of room-night occupancy.
3. **Property Valuation** - Assessed annually by the County Assessor, the tax roll is equalized each August. The City now has on-line computer capabilities with which to call up Assessor's data from time to time, and to interpolate the data for research and analysis purposes.
4. **Building Permits** - Issued by the City. The values and building rehabilitation or new construction space can be tracked every quarter of the year to provide a sense of reinvestment trends.
5. **Housing Occupancy** - Annually the U.S. Department of Housing and Urban Development prepares an estimate of occupancy and vacancy rates, utilizing the U.S. Postal Service and other sources. The City itself has a comprehensive data source through its own rent stabilization office.
6. **Banking Transactions** - These data must be secured by interviews with the branch banks and headquarters banks located in the city. A reasonable picture of business finance trends in West Hollywood can be drawn from such periodic interviews.
7. **Building Space Leasing** - This must be collected by interviewing principal property owners or their leasing agents, including new and rehab property owners, to determine the strength of the market for "new" product. A semiannual survey of up to 50 properties can provide excellent information and trend line indications of demand.
8. **Traffic Counts** - The City (through contract with the County) can annually assess the levels of street use, and roughly project the distribution of destinations sought by vehicles traversing city streets.
9. **Fines and Forfeitures** - Traffic and parking violation citations (and their associated cash collections) provide an indicate of visitation to the city.

-
10. **Health Permits for Food and Beverage Establishments** - These data, collected by the County, coupled with the sales tax data for food and beverage locations, can help to more clearly define restaurant business capacity and volume of sales.
 11. **Employment Opportunities, Unemployment Rates, Jobs Available Trends** - The California Employment Development Department maintains a Job Service Office at 12116 North McCadden. Perceptions about employment opportunities and unemployment compensation claims may be gained by speaking periodically with the office manager. An additional source would be the research group at EDD Southern California Headquarters in downtown Los Angeles.
 12. **Utility Hookups** - It is possible to collect data on meters in service, to supplement the DHUD data on housing occupancies.

It is recommended that a business activity survey be conducted by the Economic Development Division staff periodically. To facilitate additional (annual) review of the City's economic development program initiatives, a new evaluation program is recommended. This would enable the City staff to present logical descriptions of the programs and projects in a format which allows management to compare relative levels of worth of the "delivery units" and to make choices concerning programs to maintain/retain, initiate as new efforts, or close out. In times of scarce resources and changing needs, resource allocations to programs and projects may shift to reflect City Council and City management policy--and the management will have the advantage of such an evaluation program, which presents the information required for intelligent and informed decision-making.



Infrastructure And Community Services

Circulation **5.0**

5.0 CIRCULATION



INTRODUCTION AND STATUTORY REQUIREMENTS

Government Code Section 65302(b) requires a circulation element in all general plans, as follows:

A circulation element consisting of the general location and extent of existing and proposed major thoroughfares, transportation routes, terminals and facilities, all correlated with the land use element of the plan.

BACKGROUND DATA AND ANALYSIS

A. REGIONAL CIRCULATION SYSTEM

Regional access for the City of West Hollywood is provided by several major and secondary arterials. The San Diego Freeway (I-405), the major north-south link between the San Fernando Valley in the north and San Diego in the south, is located approximately five miles west of West Hollywood and is accessed by Sunset Boulevard and Santa Monica Boulevard (S.R. 2). The same streets, Sunset Boulevard and Santa Monica Boulevard, access the Hollywood Freeway (U.S. 101) about two miles east of West Hollywood. About five miles to the south of West Hollywood lies the Santa Monica Freeway (I-10), which is accessed by La Cienega Boulevard and La Brea Boulevard.

Apart from freeway access outside of the City limits, West Hollywood is served by Santa Monica Boulevard, which is a designated State Highway (S.R. 2). It originates in the City of Santa Monica at the Pacific Ocean and traverses through West Los Angeles, Century City, Beverly Hills, West Hollywood to the Hollywood Freeway (U.S. 101). It extends in an east-west direction and is a divided roadway between West Los Angeles and La Cienega Boulevard.

B. EXISTING CITY STREET SYSTEM

The existing circulation system in the City of West Hollywood is based on the Los Angeles County Plan of Highways. The Plan contains a hierarchy of streets with the following classifications:

1. Major Highway - 100-foot right-of-way with an 84-foot roadway providing a six-lane travelway.

2. Secondary Highway - 80-foot right-of-way with a 64-foot roadway providing a four-lane travelway.
3. Parkway - has the same roadway width as a secondary highway, however, the pavement area is divided into two roadways separated by a raised median divider. The right-of-way requirement is 80 feet plus the width of the raised median divider.

The remainder of the roadway system is unclassified and serves as local streets providing local circulation and direct property access. Current local street standards are a 60-foot right-of-way with a 36- or 40-foot roadway. Many of the existing local streets have lesser rights-of-way and roadways, but generally operate adequately to serve local needs.

The City currently has six major highways, nine secondary highways, and two parkways as originally designated on the County's Plan of Highways. The street classification system and current daily traffic volumes are presented as follows:



The level of service of West Hollywood's major arterials is generally at capacity levels and over. Sunset Boulevard and Santa Monica Boulevard are essentially operating at level of service (LOS) "F" and are the primary east-west arterial serving the city. Apart from the high through volumes these arterials accommodate, on-street parking, mid-block crosswalks, inadequate intersection left-turn pockets, offset intersections, and general visual disruptions which create substantial friction to reduce the operating capacity of the heavily traveled system.

The east-west arterials, Beverly Boulevard, Melrose Avenue, and Holloway Drive, are generally operating at LOS ranging from "A" to "C". The remaining east-west arterials are approaching or are over capacity. The north-south arterials are generally functioning within acceptable levels of service with the exception of La Cienega Boulevard southerly of Fountain Avenue to the City boundary.

B. ACCIDENT LOCATIONS

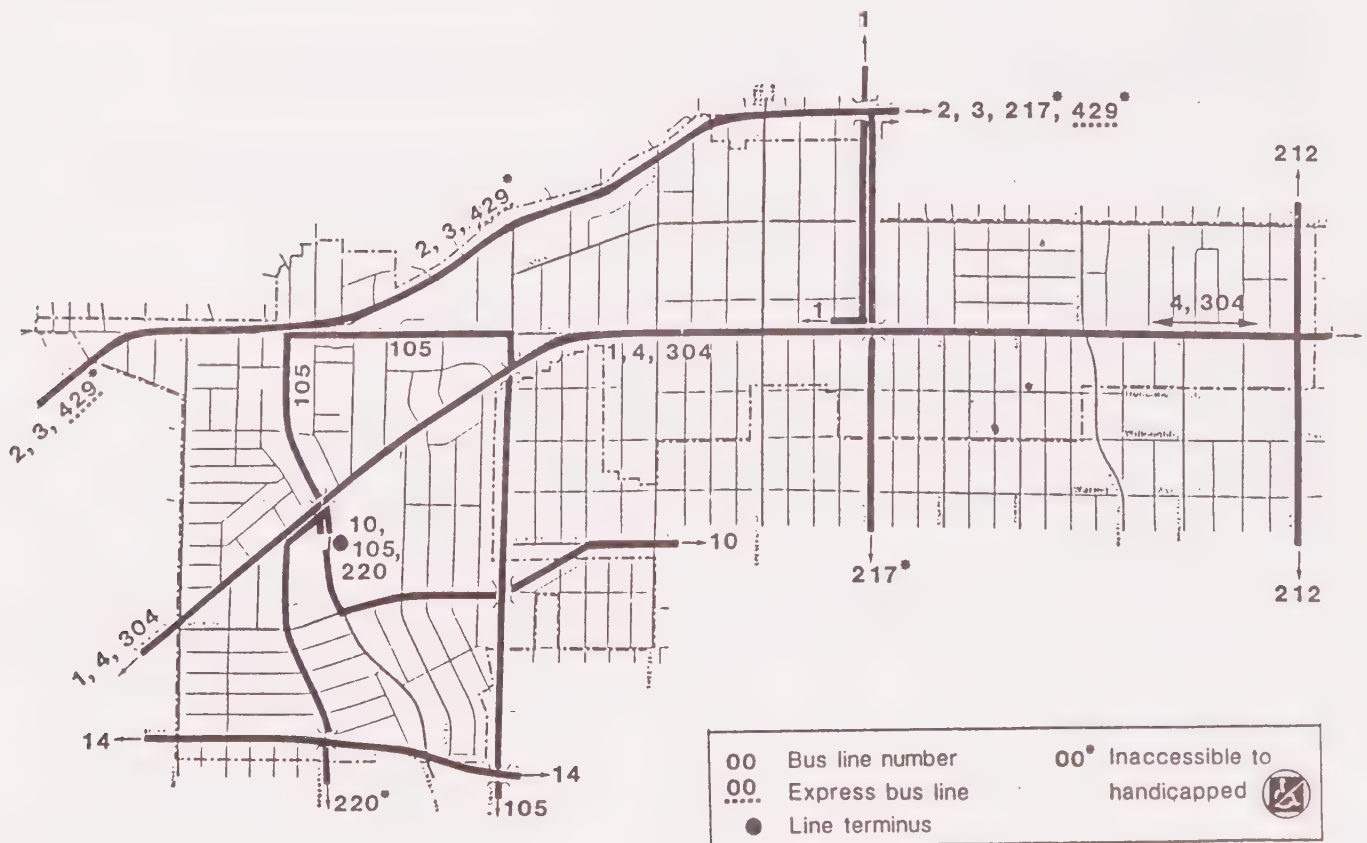
During 1982 through 1984, seven of the ten highest accident locations in the city were at intersections along Santa Monica Boulevard (San Vicente, Vista-Gardner, Robertson, Crescent Heights, La Cienega, Fairfax, and La Brea) with accident rates ranging from 0.76 to a high of 1.62 accidents per million vehicles.

C. TRAFFIC SIGNALS

There are 48 signalized intersections in the City of West Hollywood located primarily along the major arterials adjacent to commercial land uses. Signalization generally favors the east-west streets which accommodate heavy through traffic movements in West Hollywood. The signals along Sunset Boulevard, Fountain Avenue, Santa Monica Boulevard, Melrose Avenue, and Beverly Boulevard are interconnected for their entire length through the city. The north-south interconnection system along La Cienega Boulevard has not been used in some time.

D. PUBLIC TRANSPORTATION

There are currently 12 transit lines operated by the Southern California Rapid Transit District. The transit coverage, based on a maximum walking distance of one-quarter mile, indicates the transit is reasonably accessible to all residential neighborhoods in the City of West Hollywood. The Fairfax Trolley operated by the City of Los Angeles Department of Transportation provides local shuttle service principally along Fairfax Avenue and community areas east and west of Fairfax between San Vicente and La Brea. The City of West Hollywood is currently studying other programs for implementing local transportation services and demand response services.



E. BIKE ROUTES

There are no designated bike routes through the City of West Hollywood nor are there any designated bike routes in the Cities of Los Angeles and Beverly Hills that terminate at the boundaries of West Hollywood.

F. TRUCK ROUTES

There are currently no officially designated truck routes in the City of West Hollywood. In the adjacent jurisdiction of the City of Beverly Hills, "heavy vehicle" designated streets which continue through West Hollywood are Santa Monica, La Cienega, and Beverly Boulevards. All highways classified as major and secondary in the City of Los Angeles are truck routes unless specifically restricted by the posting of weight limit signs. As such, all east-west and north-south arterial streets in the City of West Hollywood are implied truck routes.

H. FUTURE TRAFFIC DEMANDS

It can be anticipated that traffic volumes will continue to increase on the city's arterials due to new development in the City of West Hollywood and Los Angeles metropolitan basin. East-west travel through the city during a.m. and p.m. peak commute hours will increase as a result of significant new development planned in Hollywood, mid-Wilshire area, Center City West, downtown, and the west side. It is projected that these will generate an approximately 20 percent increase in the city's peak hour traffic without including any additional development in the city. New development in the city could result in an additional 15 to 100 percent increase in these volumes.

I. SUMMARY OF ISSUES

A summary of significant circulation and transportation issues affecting existing and future travel in the City of West Hollywood include the following:

1. Inadequate capacity on the arterial street system to satisfactorily accommodate existing and future traffic resulting from high through traffic volumes and area development and growth.
2. Neighborhood encroachment by through traffic and overflow commercial parking resulting from inadequate arterial street capacity and insufficient parking.
3. Insufficient supply of on- and off-street parking spaces to properly serve commercial and residential land uses.
4. Lack of local transit services to serve intercommunity movement and the needs of the disadvantaged.
5. Need for a transportation system management program to reduce trip-making and parking demand and to improve system operations.

GOALS, OBJECTIVES, AND POLICIES

The following presents the goals, objectives, and policies for circulation in the City of West Hollywood. Implementation programs are contained in the following sub-section. At the end of each policy is listed a capital "I" and a number in parentheses which refers to the pertinent implementing program.

Goal

5A - Provide a circulation system to serve the internal circulation needs of the city, while also addressing the intercommunity or through travel needs.

A. ISSUE ONE: CAPACITY OF ARTERIAL STREET SYSTEM TO ACCOMMODATE DEVELOPMENT

Objective

5.1 - Establish and maintain a Master Plan of Highways to serve the city's traffic circulation needs.

Policies

5.1.1 - Maintain the current highway classifications as contained in the County's Master Plan of Highways for establishing the City's Master Plan of Highways, except for the redesignation of the following from local to collector roadways:

- a. Laurel Avenue, between Sunset Boulevard and Santa Monica Boulevard
- b. Sweetzer Avenue, between Sunset Boulevard and Santa Monica Boulevard
- c. Cynthia Street, between Doheny Drive and San Vicente Boulevard
- d. Larrabee Street, between Santa Monica Boulevard and Sunset Boulevard (I5.1).

5.1.2 - Maintain the current standard roadway cross-sections as approved by the County for establishing the City's Street Standards (I5.2).

5.1.3 - Explore the relinquishment of Santa Monica Boulevard from a State Highway to a City street in order to control geometric design features, driveway access, and intersection control (I5.3).

Objective

5.2 - Improve circulation facilities to provide improved levels of service and safety over current traffic operations with a priority to improve local traffic patterns.

Policies

5.2.1 - Continue to obtain street dedication on the basis of the City's Plan of Highways to provide for the future availability of public street rights-of-way for needed transportation improvements, pedestrian facilities, and/or streetscape and consider the possible use of in-lieu fee contributions for improvements (I5.4 and I5.5).

5.2.2 - Discourage street widenings unless required for public safety or consistency of width and/or alignment (I5.4 and I5.5).

5.2.3 - Adopt a Transportation Demand Management (TDM) Ordinance which will establish trip generation standards to effect an overall reduction in trip generation (I5.8, I5.56, I5.57, and I5.58).

5.2.4 - Require traffic mitigation improvements and other measures of development projects to mitigate the traffic impacts of the project (I5.6, I5.7 and I5.8).

5.2.5 - Make selective street improvements at problem interactions and bottleneck locations, particularly along Santa Monica Boulevard and Sunset Boulevard as well as other arterial streets, to improve specific traffic operations and safety, with all such improvements to be considered selectively on the basis of specific studies of the affected intersection and streets, and the impacts on the surrounding area and on pedestrian activity (I5.9 through I5.17 inclusive).

5.2.6 - Undertake the specific studies and projects to identify specific improvements, determine the feasibility and cost, and design and construct the necessary street improvements (I5.18 through I5.24 inclusive, and I5.69).

B. ISSUE TWO: NEIGHBORHOOD ENCROACHMENT BY THROUGH TRAFFIC AND OVERFLOW COMMERCIAL PARKING

Objective

5.3 - Protect and preserve residential neighborhoods from the intrusion of shortcutting through traffic and commercial overflow traffic and parking.

Policies

5.3.1 - Implement such measures as modifying traffic patterns by restricting or closing certain access points, modifying or diverting internal traffic patterns, and signaling arterials to facilitate access to residential neighborhoods (I5.26 and I5.69).

5.3.2 - Install selectively cul-de-sacs on local residential streets at arterial streets to prohibit traffic from entering the residential neighborhoods (I5.25 and I5.69).

5.3.3 - Install selectively traffic diverters or other traffic controls, such as one-way streets and restrictive channelization, within the residential neighborhoods to restrict or discourage through traffic (I5.25 and I5.69).

5.3.4 - Selectively employ permit parking districts in residential neighborhoods to prohibit commercial parking overflowing into residential neighborhoods during evening and nighttime hours balanced with commercial daytime parking needs (I5.26).

5.3.5 - Provide for a comprehensive alley system parallel to arterial streets with commercial services to provide access to parking and truck service areas (I5.27 and I5.28).

Goal

5B - Establish a system of parking facilities and operations which serve current and future commercial and residential uses and development and preserve the residential neighborhood quality of life.

C. ISSUE THREE: INSUFFICIENT SUPPLY OF ON- AND OFF-STREET PARKING SPACES

Objective

5.4 - Provide parking requirements and public parking facilities to overcome both commercial and residential parking deficiencies and to provide for future parking needs.

Policies

5.4.1 - Establish and maintain code parking requirements to provide sufficient parking to serve each use, including employee and visitor parking needs (I5.29, I5.30, I5.31, I5.32, and I5.33).

5.4.2 - Encourage the development of common parking areas for multiple businesses when more than one parcel is included in the redevelopment of a commercial block (I5.31).

5.4.3 - Restrict the overnight parking of commercial vehicles in residential areas (I5.32).

5.4.4 - Pursue a program to increase the public parking supply (I5.26, I5.27, I5.34 through I5.40 inclusive, I5.68, and I5.69).

5.4.5 - Organize the Parking Authority as an operating entity to undertake the administration, planning, financing, construction, operation and maintenance of the public off-street parking program (I5.41, I5.42, I5.43, and I5.48).

5.4.6 - Establish parking assessment districts in the parking corridors, where appropriate (I5.34, I5.35, I5.41, I5.42, I5.43, I5.44).

5.4.7 - Pursue potential joint use of existing private parking facilities for public use in off hours together with joint development of public-private parking facilities either as a part of a proposed development project or as a free-standing facility (I5.44 and I5.68).

5.4.8 - Consider the peak hour restriction of on-street parking to facilitate traffic operations and safety at such time and in such areas as adequate off-street parking is available (I5.48).

5.4.9 - Consider initiating a program to convert curb space insufficient for automobile parking and other possible locations to motorcycle parking (I5.48).

Goal

5C - Establish a program of transportation management tools to reduce travel demand and manage the movement of people and vehicles within the city.

D. ISSUE FOUR: NEED FOR LOCAL TRANSIT SERVICES

Objective

5.5 - Improve the mobility of city residents to access local services, particularly for the disadvantaged including the elderly, the handicapped, the low and moderate income, students, and the temporarily disabled.

Objective

5.6 - Maximize and improve the operating efficiency and safety of the existing circulation system.

Policies

5.5.1 - Proceed to improve the delivery of regional transit services to and within the city (I5.49, I5.50, I5.51 and I5.52).

5.5.2 - Proceed to undertake the implementation of local transit services with priority for the disadvantaged (I5.53, I5.54 and I5.69).

Policies

5.6.1 - Establish and implement a transportation demand management (TDM) program (I5.55, I5.56, I5.57 and I5.69).

5.6.2 - Encourage residents, employers and employees to minimize automobile use and to use public transportation (I5.58 and I5.59).

5.6.3 - Provide a program of non-motorized transportation alternatives and facilities (I5.60 and I5.69).

5.6.4 - Provide for a system of designated routes for specialized transportation services (I5.61, I5.62, and I5.63).

5.6.5 - Undertake traffic management and operations programs to improve traffic flow (I5.64, I5.65, I5.66, and I5.69).

Goal

5D - Pursue an aggressive posture in the region in advocating a regional transportation solution.

Objective

5.7 - Advocate at the local, state and federal level TSM and transit programs (including rail transit and local coordinated busways/routes) including greater transfer of resources for local mass transit/TSM initiatives on the part of local, state and federal agencies and public/private partnerships.

Policies

5.7.1 - Catalyze a Westside TMO (Transportation Management Organization) including the various western Los Angeles jurisdictions (I5.67).

5.7.2 - Participate in multi-jurisdictional task forces such as the Tri-City Task Force (I5.67).

5.7.3 - Establish linkages wherever possible with Los Angeles (ATSAC computer signalization control (I5.67).

5.7.4 - Join as a committed supporter of Westside initiatives for light rail which benefit and do not adversely impact the City of West Hollywood (I5.67).



North of Melrose on Kings Rd.; 1939

IMPLEMENTATION PROGRAMS

The following lists the programs to implement the circulation policies contained in the preceding sub-section of the Plan. The capital "I" and number preceding each program are referenced by the policies which it implements.

Standards and Ordinances

I5.1 - City adoption of the Circulation Element and the recommended street designations and classifications.

I5.2 - City adoption of the recommended roadway cross-sections for the Standard Highway classifications.

I5.3 - Review of all proposed development and building projects by the Department of Public Works to determine the street dedication requirements based on the City's Plan of Highways.

I5.4 - Establish street dedication requirements for development projects in the city. Flexible standards should be allowed which permit the City to require the street dedication at the time the permits are issued, on construction of the project, or at a subsequent time. Consider imposing fees in lieu of the street dedication.

Impact Evaluation

I5.5 - Department of Community Development to establish the size and types of projects likely to generate a traffic impact, and to require traffic impact analyses of all such projects to identify projected traffic impacts and mitigation measures.

I5.6 - As a component of the environmental review process, or separately, the City shall require the conduct of an analysis defining the traffic impacts and mitigation measures for new development and adaptive reuse projects. A threshold (i.e., number of trips generated) should be established above which such analyses should be required. The analyses will be subject to public review, as an EIR.

Acquisition of Santa Monica Boulevard

I5.7 - City to pursue discussions and negotiations with the California Department of Transportation with adjacent cities for the relinquishment of Santa Monica Boulevard as a State Highway.

Traffic Mitigation, Studies, and Improvements

I5.8 - With Department of Public Works and Community Development Department recommendations, Planning Commission and/or City Council shall prepare and adopt a TDM Ordinance, and impose traffic mitigation improvements and programs on proposed projects to attempt to mitigate project traffic impacts.

I5.9 - Widen or re-stripe intersection approaches for separate left- or right-turn lanes to improve intersection operations and safety by removing turning vehicles from through lanes.

I5.10 - Widen or re-stripe and restrict on-street parking to accommodate curb-side bus stops to remove buses from through traffic.

I5.11 - Install turn prohibitions on the arterial streets at selected intersections where turn lanes cannot be accommodated.

I5.12 - Install protected left turn signalization at major intersections, where high left turns occur.

I5.13 - Restrict side street traffic to right turn in and right turn out movements to eliminate vehicular crossing movements of the arterial and reduce vehicular conflicts to improve operations and safety, where appropriate.

I5.14 - Install landscaped medians, particularly on Santa Monica Boulevard, to beautify and to control driveway access and side street traffic.

I5.15 - Consider the widening of sidewalks into the curb lanes at selected crosswalk locations in order to minimize pedestrian crossing distance and enhance pedestrian accessibility.

I5.16 - Consider installing pedestrian crosswalks at locations where they are needed.

I5.17 - Ensure that all traffic control and parking signage and devices are understandable and readable by the public. Design standards should be periodically reviewed for their clarity. Maintain pavement markings, traffic control signs, and parking meters in good condition through the establishment of a maintenance program for regular and continuous maintenance.

I5.18 - Undertake specific studies of:

- a. Santa Monica Boulevard/Melrose Avenue/Doheny Drive intersection
- b. Santa Monica Boulevard/La Cienega Boulevard/Holloway Drive triangle
- c. Fountain Avenue/Gardner Street intersection

- d. Sunset Boulevard/Holloway Drive/Larrabee Street/Horn Avenue intersections
- e. Santa Monica Boulevards/Kings Road/Flores Street intersection
- f. Melrose Avenue/Kings Road/Flores Street intersection
- g. Santa Monica/San Vicente intersection
- h. Santa Monica/Crescent Heights intersection
- i. Sunset/San Vicente intersection
- j. Santa Monica/Robertson intersection
- k. Santa Monica/Vista/Gardner intersection
- l. Other locations which may be warranted

to examine the opportunities for major improvement of these intersections including revisions to geometrics, redesign of turn lanes, prohibition of certain turning movements, improved traffic signal control, etc.

15.19 - Initiate short-range intersection improvements along Santa Monica Boulevard between Doheny Drive and La Cienega Boulevard to redesign left-turn lane locations and to effect the addition or closure of selected median crossings, subject to specific studies and design applications.

15.20 - Initiate design studies for the redesign of Santa Monica Boulevard between Doheny Drive and Croft Avenue to provide two through traffic lanes in each direction, parking on both sides of the street, separate turn lanes as required, and urban design streetscape improvements. The latter may include expanded sidewalks and/or median improvements. The results of these design studies will provide a basis for implementing short-range improvements within the context of a longer range plan for Santa Monica Boulevard.

15.21 - Conduct a study to determine the appropriateness of widening Melrose Avenue between San Vicente Boulevard and La Cienega Boulevard to provide San Vicente Boulevard and the narrower section west of La Cienega Boulevard to improve safety.

I5.22 - Undertake the widening of the southern portion Crescent Heights Boulevard at Santa Monica Boulevard to eliminate an existing bottleneck.

I5.23 - Undertake the analysis and improvement of high accident locations to improve traffic safety; initiating efforts with Caltrans to improve safety along Santa Monica Boulevard should be the first priority, since the seven highest accident rate locations are along Santa Monica Boulevard.

I5.24 - Install illuminated street name signs at all arterial intersections to improve safety and traffic operations.

I5.25 - Undertake studies of each residential neighborhood on a case by case basis to identify local circulation patterns and principal access points in order to assess the opportunities and needs to restrict, divert, or mitigate arterial traffic intrusion; such studies to include an assessment of the traffic impacts on the entire neighborhood and the participation of neighborhood residents to prepare a consensus plan of neighborhood traffic control.

Parking Permits

I5.26 - Continue to review and examine applications for permit parking districts and, where determined appropriate, implement permit parking procedures.

Alleys

I5.27 - Study the existing alley facilities parallel to the arterial streets, particularly Santa Monica Boulevard, to assess the opportunity to improve, widen and provide continuity of the alleys to enhance commercial and residential access.

I5.28 - Department of Public Works should establish a standard alley width and a plan of future alley requirements and dedications to be required as a condition of each development project approval or the issuance of a building permit.

Parking

I5.29 - Continue to require all new development and redevelopment or rehabilitation to provide parking in accordance with the code parking requirements.

I5.30 - Review the City's parking ordinance periodically, and specifically consider the elimination or appropriate use of tandem parking provisions.

I5.31 - Review the City's parking ordinance to consider the appropriateness of and means by which there can be common use of parking lots and structures by adjacent independent commercial developments.

I5.32 - Review the City's parking ordinance to consider the restriction of overnight parking of commercial vehicles in residential areas. Commercial vehicles serving residences, e.g., cabs, may be excluded from these restrictions.

I5.33 - Proceed with current studies to identify specific parking deficiencies and needs.

I5.34 - Develop a program of parking facilities that establishes several facilities distributed throughout the city in relation to areas of need, rather than very large structures in only three or four locations.

I5.35 - Proceed with the implementation of a program of construction of off-street parking facilities on a phased program with the initial facilities to be implemented on a high priority basis.

I5.36 - Continue efforts to maximize on-street parking availability through the Parking Recovery Program, including the marking of the maximum space between driveways.

I5.37 - Initiate a program to convert curb space which is of insufficient size to accommodate automobile parking and other appropriate locations for motorcycle parking.

I5.38 - Continue to study the opportunity for increasing the parking supply through coordination with other studies and transportation improvements such as cul-de-sacs on local residential streets at arterial streets.

I5.39 - Explore the feasibility and need to provide angle parking on local residential streets in specific locations on a case by case basis by converting wide streets to one-way flow such as some of the streets north of Santa Monica Boulevard east of La Cienega Boulevard.

I5.40 - Examine the potential for creating a special permit to allow residential neighbors of local parks to utilize park parking lots during nighttime hours when those lots are normally unused.

I5.41 - Establish a priority implementation program for developing and constructing new public parking facilities.

I5.42 - Assemble an administrative and technical staff to undertake the day-to-day planning, operations, and administration of the Parking Authority.

I5.43 - Establish a financial program for the Parking Authority, identifying projected implementation schedule, sources of revenues, methods of financing, costs and revenue streams.

I5.44 - Authorize the Parking Authority to pursue potential joint use of private parking facilities for public parking considering the feasibility results of current parking studies.

I5.45 - Department of Public Works should install parking meters on all on-street parking spaces in commercial areas to control parking operations and provide a source of revenue for the administration, operation, maintenance and enforcement of the on-street parking system. The City should review parking meter rates periodically.

I5.46 - Department of Public Works and the Parking Authority should coordinate efforts to provide, operate, maintain and enforce both the on- and off-street parking supply.

Parking Enforcement

I5.47 - Department of Public Works should establish and maintain a high level of parking enforcement of on-street parking spaces.

Commercial Deliveries

I5.48 - Consider restricting service deliveries to commercial establishments during peak hours.

Public Transit

I5.49 - Continue to coordinate with SCRTD, LACTC, and other regional transit agencies to assess the need for the expansion or adjustment of fixed-route service.

I5.50 - Continue to coordinate with SCRTD to establish or modify bus stop locations to provide adequate access to local residents and to destination places for external uses, as well as efficient and safe traffic operations.

I5.51 - Coordinate planning efforts with SCRTD to provide efficient public transportation to future Metro transit stations to serve both local residents and users destined to the City of West Hollywood.

I5.52 - Undertake a study of local public transportation needs to identify the most efficient and cost-effective manner to provide services, including evaluation of demand-response service, shuttle services, medical transit service, and centralized information and marketing services for services available.

I5.53 - Continue to coordinate with SCRTD to provide programs to issue monthly bus passes locally and to provide special programs for subsidizing passes for the disadvantaged.

Traffic Mitigation

I5.54 - Undertake a study to determine the travel characteristics and the appropriate actions and techniques for reducing travel demand within the city.

I5.55 - Prepare a specific travel demand management (TDM) program and ordinance applicable to reducing and managing travel within the city.

I5.56 - Coordinate with SCAG and Commuter Computer to develop a regional Transportation Demand Management program to reduce through travel within the city.

I5.57 - Coordinate with local employers to jointly identify and provide alternative transportation services, including private-public cooperation in van-pool, car-pool, and transit programs.

I5.58 - Develop a public information program to discourage auto usage and to encourage public transportation by local residents.

Bike Routes

I5.59 - Develop a system of bike route designations in cooperation with adjacent jurisdictions, where appropriate, and bicycle parking facilities, together with a program of bicycle education on the rights and responsibilities of bicyclists, bicycle safety and anti-theft measures for bikes.

Transport of Toxics and Hazardous Materials

I5.60 - Identify and designate specific routes within the city for the transportation of toxic and hazardous wastes to disposal facilities.

I5.61 - Establish a permit system for the transportation of toxic and hazardous wastes through or from the city.

Truck Routes

I5.62 - Establish and designate a system of truck routes on specified arterial streets to control trucking and delivery operations within the city.

Traffic Control

I5.63 - Upgrade and maintain the traffic signal interconnect systems to efficiently coordinate and control traffic flows on arterial streets, including the installation of separate left-turn phasing where warranted. Traffic signal timing should adequately provide for pedestrian crossings.

I5.64 - Participate with Caltrans in the proposed study of Santa Monica Boulevard as a Transportation Systems Management program to improve traffic operations and safety.

I5.65 - Proceed with a study of Sunset Boulevard to identify Transportation Systems Management improvements for improving traffic operations and safety.

Inter-City and Regional Coordination

I5.66 - Continue the Tri-City association with the Cities of Los Angeles and Beverly Hills to achieve a sub-regional transportation strategy, which coordinates physical improvements, TSM, TDM, public transit, and issues of development affecting circulation in the three jurisdictions and pursue an aggressive regional posture in advocating transportation solutions.

I5.67 - Aggressively participate in regional transportation programs to press for new and creative solutions in public transportation, transportation systems, and traffic management.

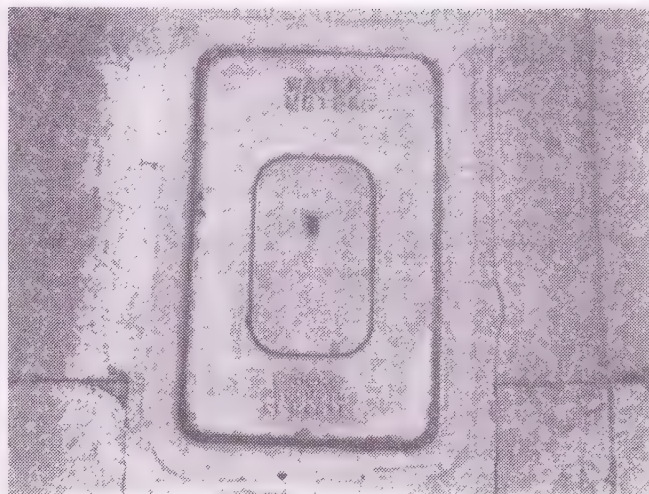
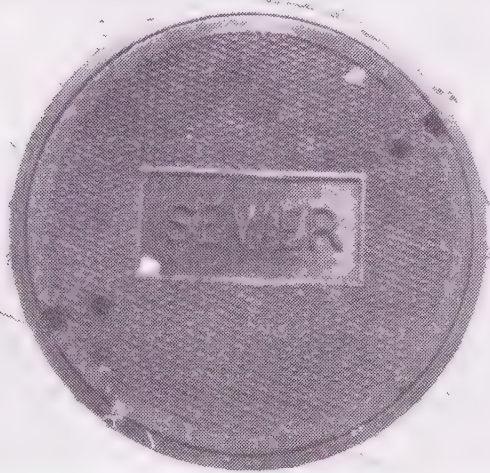
Funding

I5.68 - Develop a mechanism for City and private partnerships to facilitate the inclusion of publicly-financed parking within new private development projects.

I5.69 - Solicit funds from State and Federal agencies for local transportation, transit, parking, bikeway, and other related improvements as such revenues are available in the future. Available funding shall be allocated annually to the City's circulation programs based on their priority for implementation.

Utilities **6.0**

6.0 UTILITIES



STATUTORY REQUIREMENTS

OPR Guidelines prescribe that the General Plan contain “policies and plan proposals for the development, improvement, and timing of major sewer, water, and drainage facilities” as well as “policies, plan proposals and standards for the location of pipelines and facilities for the transmission of electricity.”

OVERVIEW OF EXISTING CONDITIONS AND ISSUES

A. WASTEWATER COLLECTION

The existing thirty-nine-mile local sewer system was originally designed to meet the requirements of a land use plan that called for substantially lower densities than those which are currently found in West Hollywood. In 1982, the County Engineer-Facilities Department prepared an analysis of the local sewage system to determine current flows in relationship to design capacities and possible future construction of new sewer lines. The County Engineer’s study established a sewer reconstruction program for West Hollywood under the following priorities:

- Priority 1 - Immediate reconstruction
- Priority 2 - Near future reconstruction
- Priority 3 - Probable reconstruction
- Priority 4 - Future reconstruction uncertain
- Priority 5 - No reconstruction indicated

This study concluded that none of the local sewers in West Hollywood were in Priority Groups 1 or 2, approximately 451 feet were in Priority 3 and about 468 feet of sewer was in Priority 4. Furthermore, the County found no sewer capacity problems within the sewer system which warranted immediate sewer reconstruction.

Additional analysis performed on the overall sewer system by the County Engineer has disclosed groundwater infiltration, as well as sewer line back-up problems in the southwestern portion of the City, south of Santa Monica Boulevard and west of San Vicente Boulevard (Priority 3).

Sewage from West Hollywood is treated at the Hyperion Treatment Plant which was designed and constructed for 420 million gallons of sewage per day. However, the plant has been plagued by serious system failures in recent years and limitations have been imposed on future connections for all service areas including West Hollywood, until additional capacity can be

provided. Prior to these restrictions, West Hollywood was at its contractual limit for discharge to the plant. Expansion of this contractual limit will be costly to the City.

B. WATER DISTRIBUTION

Water is provided to the City of West Hollywood by the Los Angeles Department of Water and Power and the City of Beverly Hills. The LADWP water mains within West Hollywood were installed between 1915 and 1975. While the smaller distribution mains were installed in the 1920s, the majority of the pipe network was installed after 1960. No operational changes or unusual maintenance problems have occurred or are anticipated in the LADWP area.

Much of the existing water system which provides water from Beverly Hills is quite old. The age of these lines coupled with the deterioration of the materials that were used for construction have resulted in high maintenance costs for many of the Beverly Hills water system facilities. Leakage of water from older deteriorating or cracked lines is also a problem. A recent Water System Master Plan developed for the City of Beverly Hills recommends approximately 3.5 million dollars of improvements for the area of West Hollywood serviced by Beverly Hills.

C. STORM DRAINS

Storm drains in the City of West Hollywood are maintained by the Los Angeles County Department of Public Works, Flood Control District. Construction and maintenance of the storm drain systems is financed through the General Funds of participating cities, Benefit Assessment Taxes, Gas Taxes, and other developer/tax revenue. Drainage improvements are required in the easterly portion of the city near the Warner Hollywood Studio and West Hollywood Hospital and above Sunset Boulevard near Queens Road. New storm drains are being installed along Fairfax Avenue and the southern portion of Robertson Boulevard.

D. ELECTRICITY AND NATURAL GAS

Electricity is provided to the city by the Southern California Edison Company and natural gas is provided by the Southern California Gas Company. There are no service or maintenance problems with the electrical and natural gas systems in West Hollywood, nor are any problems anticipated in the near future, according to representatives of each company.

E. TELECOMMUNICATIONS

The City of West Hollywood is served by a cable television system which is required under its terms of franchise to provide 54 channels, including eight channels for governmental, educational, and public access. It currently provides 36 channels including two channels for governmental, educational, and public access.

West Hollywood is not currently served by a fibre optic network. The nearest access to the fibre network for West Hollywood is the Pacific Bell Hollywood Central Office at Sunset Boulevard and Gower Street. Scheduled for late October of 1986, fibre will be extended into the Beverly Hills Central Office at Santa Monica Boulevard and Foothill Street.

F. SUMMARY OF ISSUES

Significant issues associated with the delivery of utility services in West Hollywood include the following:

1. Storm drainage is deficient and improvements are required in certain areas of the city.
2. An aging, overloaded sewer system is causing groundwater infiltration as well as sewer line back-up in certain portions of the city.
3. West Hollywood is currently at its contractual limit for connection to the Hyperion Sewage Treatment Plant. Additional hook-ups will occur at premium rates. Restrictions have been imposed by the City of Los Angeles on additional connections to the Plant until capacity is expanded in the early 1990s.
4. Many existing water lines have been in place for a considerable period of time and, as such, are deteriorated and in need of extensive improvements.
5. West Hollywood is not currently served by a fibre optics communications system, impairing its ability to compete in the communications industry market.
6. Artesian water is currently being wasted through percolation into the storm drainage system.
7. Infrastructure improvements will incur substantial costs over time in the city; necessitating expenditure of limited public revenues.
8. Limited amounts of toxic waste are being produced by the city's businesses which necessitate safe disposal.

GOALS, OBJECTIVES, AND POLICIES

The following lists the goals, objectives, and policies for each of the fundamental utilities/infrastructure issues of the City of West Hollywood. At the end of each policy is listed in parentheses a capital "I" and number which corresponds to its implementation program presented in the subsequent section of this element.

Goal

6A - Provide adequate and safe public infrastructure (utility systems) to support land uses; upgrading existing deficient systems and expanding, where necessary, to serve new development.

A. ISSUE ONE: ADEQUACY OF INFRASTRUCTURE

Objective

6.1 - Provide adequate water, waste-water/sewer, storm drainage, electrical, natural gas, and telecommunications systems to meet the demands of new and existing development.

Policies

6.1.1 - Provide for storm drainage improvements where existing systems are deficient (I6.17, I6.18, I6.19, and I6.22).

6.1.2 - Provide for the construction of upgraded and expanded water and sewer systems to support existing and new development (I6.17, I6.18, I6.19, and I6.23).

6.1.3 - Provide for the maintenance of existing water, sewer, and storm drainage systems (I6.17, I6.18, and I6.23).

6.1.4 - Cooperate with the City of Beverly Hills in the maintenance of the portion of the water service system maintained by that city (I6.1).

6.1.5 - Provide public drinking fountains in public places, including parks, public facilities, and heavily trafficked pedestrian corridors (I6.29).

6.1.6 - Provide for the continued development and expansion of telecommunications systems including cable and, as feasible, fibre optics, for entertainment, education, culture, access of data and information, two-way communication between government and residents and businesses, and other similar purposes (I6.2, I6.33, and I6.34).

6.1.7 - Continue to expand the City's cable television system for the presentation of information regarding community services and activities, and education regarding significant city issues (I6.33).

6.1.8 - Promote the extension of the regional fibre optic network into the city (I6.2).

6.1.9 - Require that all new construction intended to be used for professional offices be wired to link with cable and, potential, fibre optic systems (I6.2).

6.1.10 - Explore the possibility of building a new wastewater treatment plant with neighboring municipalities (I6.4).

6.1.11 - Provide for adequate trash removal, installation and maintenance of trash receptacles on streets and in parks, and regular street sweeping (6.24 and I6.30).

6.1.12 - Evaluate the feasibility and implement appropriate improvements to reduce the groundwater elevation to reduce risks to population and structures and provide a potential source of water for secondary purposes (e.g., landscape irrigation and public fountains) (I6.26).

6.1.13 - Examine the feasibility and implement, where feasible, improvements to reduce the groundwater elevation to reduce the risks to population and structures by development projects on individual sites, using the water for environmentally acceptable secondary purposes and/or disposing of in the storm drainage system (I6.36).

6.1.14 - Require that new development be contingent upon the ability to be served by adequate sanitation collection and treatment, water, electrical and natural gas energy, telecommunication, storm drainage, and other supporting infrastructure (I6.7).

6.1.15 - Establish and maintain a record of the capacity and utilization of sanitation, water supply, and storm drainage infrastructure serving the City of West Hollywood, monitoring the impacts and demands of new development, and, as necessary, managing development to mitigate the impacts and/or facilitating improvements (I6.7).

6.1.16 - Work with the city's water purveyors to provide and maintain water systems master plans with defined capital improvements schedules (I6.1).

6.1.17 - Promote water and wastewater conservation practices to reduce the sewerage flows from existing and future developments (e.g., reuse of wastewater from car washes and baths and showers in residences) (I6.10).

6.1.18 - Impose limits on sewer connection to comply with contractual limits for sewage discharge (I6.11).

6.1.19 - Consider requiring new development to recycle reusable wastewater for secondary purposes not requiring potable water (I6.10 and I6.12).

6.1.20 - Consider the feasibility and appropriateness of the use of small sewage treatment facilities within the city (I6.28).

6.1.21 - Monitor and periodically reassess rates for sanitation services for existing uses and connection and services for new development in the City of West Hollywood; insuring that costs are equitably borne by beneficiaries (I6.20).

6.1.22 - Participate directly in the management of the West Hollywood Sherman Sewer District (I6.13).

6.1.23 - Provide adequate illumination of all streets, alleys, and public areas; upgrading areas which are deficient and maintaining lighting fixtures in good working condition (I6.5, I6.14, I6.17, and I6.23).

B. ISSUE TWO: COMPATIBILITY OF INFRASTRUCTURE WITH LAND USES

Objective

6.2 - Ensure that public infrastructure improvements are compatible with and complement development.

Policies

6.2.1 - Continue existing programs to underground overhead utility lines using Public Utility Commission funds (I6.3).

6.2.2 - Require that all new development install all on-site utilities and connections to distribution systems underground, unless infeasible due to significant environmental or other constraints (I6.15).

6.2.3 - Require that infrastructure improvements which are visible along commercial street frontages and in residential neighborhoods be designed to visually complement the area in which they are located and sited so that they do not adversely impact access, visibility, or the character of existing structures, unless there is no feasible and cost effective alternative (I6.5 and I6.6).

C. ISSUE THREE: PHASING OF IMPLEMENTATION

Objective

6.3 - Ensure that public infrastructure is upgraded and installed in a timely manner to meet usage requirements and maximize cost efficiency.

Policies

6.3.1 - Continue to plan for and coordinate the implementation of infrastructure requirements to meet development demands (I6.5 and I6.25).

6.3.2 - Establish and implement a five-year capital improvement program to upgrade and maintain the city's infrastructure (I6.5, I6.22, I6.23, and I6.25).

D. ISSUE FOUR: FINANCING OF INFRASTRUCTURE IMPROVEMENTS

Objective

6.4 - Ensure that the costs of infrastructure improvements are borne by those who benefit.

Policies

6.4.1 - Continue to require developers of new projects to pay for the costs of construction and expansion of water, sewer/wastewater, storm drainage, groundwater-withdrawal, and methane gas venting system improvements which are necessitated by that development (I6.18).

6.4.2 - Provide for the formation of benefit assessment districts in which those who benefit from infrastructure improvements pay a pro rata share of the costs (I6.19).

6.4.3 - Obtain the connection charge permit funds from the West Hollywood Sherman Sewer Ordinance and the County Sanitation District for the sewer system improvements (I6.8).

Objective

6.5 - Provide public funding support for infrastructure improvements which benefit the greater City.

Policies

6.5.1 - Provide public funding of storm drainage and other infrastructure improvements when such improvements are needed to benefit significant city populations (I6.17 and I6.19).

6.5.2 - Apply collected franchise fees solely toward the administration and regulation of the cable television franchise in West Hollywood (I6.34).

E. ISSUE FIVE: SAFETY AND INTEGRITY OF PUBLIC INFRASTRUCTURE

Objective

6.6 - Ensure that all public utility systems and services are designed and maintained to provide maximum public safety.

Policies

6.6.1 - Encourage the use of state-of-the-art, earthquake-resistant materials and construction design in all utility systems (I6.22).

6.6.2 - Provide for the monitoring of toxic or potentially toxic businesses to prevent contamination of sewage water (I6.35).

6.2.3 - Encourage the reduction in the use and disposal of toxic materials by businesses in the City of West Hollywood and limit the introduction of new uses which require significant disposal of such materials (I6.16).

6.6.4 - Develop toxic collection and/or recycling centers for the safe disposal of toxic materials, both from residential and commercial sources (I6.31).

6.6.5 - Develop programs of public education for (a) earthquake safety vis-a-vis utilities and (b) for safe disposal of toxic waste (I6.32).

IMPLEMENTATION PROGRAMS

The following indicates the programs to implement public infrastructure policies contained in the preceding section. Each is identified by a capital "I" and number which is correlated with the policy which it implements. Essentially, the programs provide for the design, installation, and maintenance of infrastructure by appropriate utility agencies. Funding will be derived by private development fees, benefit assessment districts, Federal and State grants (where available), and capital improvement bonding.

Administrative Actions

I6.1 - Continue to communicate on a regular basis with the City of Beverly Hills and City of Los Angeles Department of Water and Power regarding maintenance of and improvements on the portion of the water systems provided by each.

I6.2 - Cooperate with and encourage public utilities to provide a fibre optics network in the city which is linked to regional systems.

I6.3 - Enforce existing ordinances requiring and utilize available Public Utilities Commission (PUC) funds for the undergrounding of all overhead utility wires.

I6.4 - Contact SCAG, Regional Water Quality Control Board, adjacent cities, and other appropriate agencies to investigate the possibility of joint construction of a new sewage treatment plant to accommodate expanded development.

I6.5 - Coordinate public infrastructure improvements through the City's Public Works Department.

I6.6 - Cooperate with and encourage public utilities to design and site public improvements so that they are well integrated with existing and planned development.

I6.7 - Establish and maintain a computerized file which contains data on the location, capacity, level of utilization, and conditions of the sanitation, water supply, and other pertinent infrastructure serving the City of West Hollywood. This file shall be the responsibility of the Public Works Division of the Department of Community Development, in cooperation with the appropriate service agency. As new development applications are received by the city, the increased demands for the utility infrastructure generated by the project should be calculated and the data base assessed for the ability to provide the service. If sufficient capacity is available and the project approved, the record of available capacity should be reduced by the corresponding demand.

If capacity is limited and/or may be exceeded in the near term, the City may choose to allocate available capacity to development applications on a competing basis. An allocation program could be established similar to those used for permits in “growth control” communities (e.g., Camarillo and Thousand Oaks for residential and San Francisco for downtown commercial uses). These establish criteria for the comparative ranking and selection of proposed projects according to their benefits to the community (e.g., type of use, design, and public revenue) and impacts (e.g., traffic and noise).

When capacity is insufficient, the City shall deny the project until additional capacity or adequate mitigation is provided.

This data file and process will enable the City to maintain an up-to-date assessment of the availability of utility infrastructure. It will also facilitate planning, design, and funding programs for the expansion of infrastructure as capacities are being reached.

I6.8 - Study the operational and economic implications of taking over the sewer systems. Discuss and negotiate the appropriateness of any takeover with the respective agencies.

I6.9 - Contact the County Sanitation District No. 4 and the City of Los Angeles, and commence negotiations for a new discharge agreement.

I6.10 - Enact ordinances which will promote water and wastewater conservation in existing facilities and make it mandatory for all new development.

I6.11 - Enact ordinances to limit the issuing of sewer connection permits as a method of controlling the rate of increase in sewer flows from the city.

I6.12 - Consider the enactment of an ordinance which requires development to incorporate wastewater recycling systems within new buildings.

I6.13 - Work with the County Sanitation District to appoint the West Hollywood City Council to the Sherman Sewer District Board of Directors in lieu of the County Board of Supervisors.

I6.14 - Undertake agreements to enable the West Hollywood City Council to participate in the decisions of the lighting districts which provide service to the city.

I6.15 - Incorporate in the City's ordinances requirements for the undergrounding of all on-site utilities and connections to local distribution systems by all new development. Permit a variance from this requirement if it can be demonstrated that such undergrounding would result in a significant hazard to the community, on approval of the Director of Community Development.

I6.16 - Work with local businesses to identify and implement feasible methods of reducing the use and disposal of toxic wastes. As feasible, technical and financial (low interest loans, etc.) assistance should be provided. In addition, the zoning ordinance should limit the types of new businesses permitted in the city which use and discharge substantial toxic materials.

Financing

I6.17 - Undertake municipal bonding programs to finance public improvements, where necessary.

I6.18 - Continue to implement a fee schedule for assessing new development on a prorated basis for the cost of new water distribution, sewer, and storm drain systems.

I6.19 - Enact ordinances which allow for the formation of benefit assessment districts for the maintenance of sewer, water, storm drainage, and street lighting systems.

I6.20 - Periodically, the City should monitor and reassess rates for sanitation/wastewater connection and service. These should reflect the costs of service and improvements and be equitably allocated to users according to demands. The City should consider possible surcharges for new development when capacity must be expanded.

I6.21 - Solicit funds for the improvement and maintenance of the city's public infrastructure from state and federal agencies when such revenue is available and the costs cannot be assigned to development projects.

Capital Improvements

I6.22 - Continue existing and expand as necessary, programs for the upgrade of storm drainage systems where they are deficient, using public and/or private funds.

I6.23 - Initiate a Capital Improvements Program for the upgrade of water distribution, sewer systems, streets, and public open space as required.

I6.24 - Monitor existing trash removal and street sweeping services for their adequacy and recommend improvements, where necessary.

I6.25 - Develop master plans for the provision and maintenance of public infrastructure and update these, as necessary, to reflect new development. These should be the basis for determining priorities and phasing of improvements and five-year capital improvement programs.

I6.26 - Conduct a feasibility study for the extraction of groundwater in the western portions of the city and use for landscape irrigation and other secondary purposes. Financing techniques to be considered should include municipal bonding, assessment districts, user fees, and state and federal grants. If considered feasible, the City should construct the necessary improvements.

I6.27 - Update the sewer flow estimates (including the trunk sewers) based on present use and the General Plan. Monitor sewer flows on a regular basis to aid in developing reconstruction schedules.

I6.28 - Conduct an engineering and cost analysis to determine the feasibility of constructing small wastewater treatment facilities to serve larger development projects or an accumulation of smaller individual projects in the city.

Special Programs

I6.29 - Identify sites, design, and fund the installation of drinking fountains in public areas of the city. Consider the use of benefit assessment districts for such funding.

I6.30 - Provide and maintain trash receptacles in pedestrian corridors throughout the city.

I6.31 - Develop safe disposal centers for toxic materials used in residences and small manufacturing businesses.

I6.32 - Provide information to the public regarding precautions for public infrastructure and toxics uses to ensure public safety during and after an earthquake.

I6.33 - Continue to allocate cable television funds for the production and transmission of information to residents and business persons. Expand the programming and services as additional funds become available. Formulate a mechanism to resolve service problems and replace the services if the problems cannot be acceptably resolved.

I6.34 - Utilize collected franchise fees for the administration and regulation of a cable television franchise.

I6.35 - Monitor all toxic and potentially toxic businesses in order to ensure safe disposal of all toxic materials.

I6.36 - Require that each development applicant in areas of the city characterized by high groundwater levels conduct a study to determine the feasibility of on-site withdrawal and reuse or dispersal. This study shall be reviewed by the Public Works Director and a determination made as to the appropriateness of requiring such improvements. Factors to be considered should include the effectiveness in reducing risks, compatibility with other systems, and cost reasonableness.

I6.37 - Promote water and wastewater conservation practices.



Sherman; 1922

Education And Cultural **7.0**

7.0 EDUCATION AND CULTURAL



INTRODUCTION

While the State does not mandate or provide guidelines for the preparation of education and cultural elements, it does stipulate that the land use element provide for the development of such uses as a part of the overall land use development strategy. Additionally, these services are components of the full array of human services offered by the City (as presented in the Human Services Element, Section 10.0).

BACKGROUND DATA AND ANALYSES

A. EDUCATION

The West Hollywood Elementary School, operated by the Los Angeles Unified School District, is the only public school in the City of West Hollywood. However, a number of other public elementary schools are located nearby and serve students that reside in West Hollywood; including Gardner, Laurel, and Rosewood Elementary and the Open Magnet School on Croft Avenue. Given an overall capacity of 2,280 students and an enrollment of 1,951, these elementary schools are 85 percent utilized. The present additional capacity of the nearby elementary schools could probably be further expanded by utilizing temporary classrooms.

At West Hollywood Elementary School the current enrollment of 263 students is approximately 27 percent below the capacity of 359. Private schools in the City of West Hollywood include the Bel Air Prep School, Sephardic Hebrew Academy, and Beverly Hills Montessori School.

Students at the junior high level attend Burroughs Junior High, located at 6700 South McCadden Place, or Bancroft Junior High, located at 929 North Las Palmas Avenue, both of which are in the City of Los Angeles. Senior high school students attend either Fairfax High, located at 7850 Melrose Avenue, or Hollywood High at 1521 North Highland Avenue.

The Los Angeles Unified School District is anticipating significant increases in enrollment over the next several years. The District is presently considering numerous options for student enrollment patterns. Factors involved in determining future student enrollments include pending court and legal decisions regarding busing, State financing and construction of new or expanded schools, and the overall Unified School District budget.

B. CULTURAL INSTITUTIONS

The City of West Hollywood Library is located at West Hollywood Park on San Vicente Boulevard. It is a part of and is operated by the Los Angeles County Library system and, principally, services the city; though its users are also drawn from adjacent Beverly Hills and Los Angeles areas. The present 6,300 square foot facility was opened in 1960 and contain approximately 45,000 volumes. It has 12,000 registered borrowers and, in 1985-1986, circulated 115,000 items. Other than books, reference materials are its most heavily used service. The library's book collection emphasizes art, design, and entertainment, reflecting the special interests of many city residents. There is a small collection of Russian language books available for the Russian heritage population of eastern West Hollywood. In recent years, the library has expanded its audio-visual resources, including videocassettes and compact discs. There are no current outreach services for seniors or shut-ins.

The existing facility is extremely undersized for the population it serves. It is proposed that a new facility of approximately 15,000 square feet will be constructed with redevelopment of the West Hollywood Park site for a civic center.

The City of West Hollywood has many private cultural activity groups. These include acting, music, dance, art, literature, and historical organizations. They are significant resources of the City's cultural environment.



West Hollywood - Santa Monica Blvd.; 1920

GOALS, OBJECTIVES, AND POLICIES

The following presents the goals, objectives, and policies for education and cultural services in the City of West Hollywood. Implementing programs are contained in the following sub-section. At the end of each policy is listed a capital “I” and number in parentheses which refers to the pertinent implementing program.

Goal

7A - Maintain and enhance West Hollywood as a regional center of art, culture, education, creative thought, and the entertainment industry.

Objective

7.1 - Ensure that opportunities for the pursuit and enjoyment of the arts, culture, education, creative thought, and entertainment industry are maintained and enhanced.

Objective

7.2 - Continue and enhance existing educational programs for children and adults.

Policies

7.1.1 - Provide cultural and educational programs for the city’s residents (I7.1, I7.2, I7.5).

7.1.2 - Provide programs and incentives which support the arts and creative thought through West Hollywood (I7.23 through I7.35).

7.1.3 - Provide opportunities and incentives for the maintenance and enhancement of entertainment production and related uses in the City of West Hollywood (I7.12).

Policies

7.2.1 - Cooperate with the Los Angeles Unified School District to ensure that adequate educational services are provided to children in the City of West Hollywood (I7.1 and I7.2).

7.2.2 - Encourage the School District to provide adult education courses at West Hollywood School or other locations such as Plummer Park and West Hollywood Library (I7.1).

7.2.3 - Encourage local educational institutions to provide continuing educational opportunities for residents of the City (I7.3).

7.2.4 - Provide opportunities for internships for local residents and students of local educational institutions and participation of faculty and students in City-sponsored studies and analyses (I7.4).

7.2.5 - Continue existing and establish new City-sponsored public information programs regarding human services, residential and commercial maintenance and renovation, earthquake preparedness, energy conservation, small business “start-ups”, housing and other subjects provided for by the policy of the General Plan (I7.5).

Objective

7.3 - Continue and enhance cultural programs for the residents of the City.

Policies

7.3.1 - Cooperate with the Los Angeles County Library system and encourage the expansion of service to meet the needs of the residents; such as book fairs, bookmobiles to serve seniors and the disabled, and acquisition and provision of additional multi-lingual books which pertain to the needs and interests of the city’s residents (Gays and Lesbians, Russian immigrants and people of Jewish heritage, entertainment, arts, interior design, AIDS/ARC, etc.) (I7.6 and I7.7).

7.3.2 - Cooperate with the library to provide expanded facilities on development of the City’s Civic Center (I7.6 and I7.8).

7.3.3 - Encourage and provide appropriate linkages for the library’s use of telecommunication and computer-based data banks for the storage, retrieval, and display of information (I7.9 and I7.10).

7.3.4 - Encourage the library’s linkage to any cable or fibre optic communication system linked to the city’s residences, businesses, and other educational and governmental facilities so that information can be accessed at locations other than the library (I7.9 and I7.10).

7.3.5 - Encourage private cultural organizations (dance, music, and acting groups, art galleries, book and reading clubs, historical societies, and similar) to continue their activities in the city (I7.11).

7.3.6 - Encourage the development of legitimate live-performance and movie theaters in the city (I7.12).

Goal

7C - Provide video and alphanumeric information (electronic bulletin boards) on the programs and services offered by City Departments and City-sponsored agencies to the community. This goal includes cultural enriching and entertaining programming via the City's Government Communications channel.

Objective

7.4 - Expand and maintain existing television production activities and electronic equipment to highlight city goals, departments and City-sponsored agencies.

Policies

7.4.1 - Develop video and electronic bulletin boards that better inform West Hollywood residents of the services and activities available to them on an ongoing basis (with the City Council, Manager, Department Directors, Division Heads, City-sponsored agencies) (I7.15).

7.4.2 - Produce and cablecast programming that references City and City-sponsored services (I7.14, I7.15).

7.4.3 - Consider the use of two-way cable television systems which enable viewers to provide feedback to televised surveys and input on important issues (I7.19, I7.20 and I7.21).

7.4.4 - Regulate and monitor cable television services in the City of West Hollywood for their performance and activities and maintain a liaison between the cable company and the public to resolve problems (I7.22).

Objective

7.5 - Expand the community's awareness of the local government and its decision-making process.

Policies

7.5.1 - Cablecast all City Council meetings and selected Commission and Board meetings "live" and uninterrupted, and on the municipal channel (I7.14, I7.15, I7.16, I7.19 and I7.20).

7.5.2 - Videotape and replay meetings for convenience and to provide subscribers an alternate time in which to watch (I7.14).

Objective

7.6 - Include the County of Los Angeles Library, Fire and Sheriff's Department in the City's governmental communication channel's programming efforts.

7.7 - Provide emergency information in the event of a disaster or significant disruption of public services.

7.8 - Address specific audiences within the City of West Hollywood, i.e., renters, landlords, youth, seniors, civic and social organizations, Lesbians, Gays, potential program participants, and others with information and programming specific to each.

7.9 - Develop and assist in facilitating an independent West Hollywood Nonprofit Public Access Corporation.

Goal

7D - Provide a diversified arts program for residents based on needs and interests (including performances and exhibitions).

Objective

7.10 - Foster the excellence, diversity, and vitality of the Arts in the City of West Hollywood.

Policies

7.6.1 - Develop programs on an ongoing basis that focus on the services of the Los Angeles County Public Library (West Hollywood Branch) as well as public safety agencies and the services they provide (I7.15 and I7.18).

7.6.2 - Obtain additional municipal/public safety programming from sources outside the city and integrate such material into the programming schedule (I7.18).

7.7.1 - Develop, implement, and maintain a video and/or audio override system that would enable the proper authority to override all cable television channels sent to West Hollywood cable television subscribers with an emergency video and/or audio announcement (I7.16 and I7.17).

7.8.1 - Develop and/or procure programs that reinforce existing community values and cultures (I7.18).

7.9.1 - Lend support to the West Hollywood Nonprofit Public Access Corporation (I7.14 and I7.15).

7.9.2 - Encourage participation in and support the West Hollywood Nonprofit Public Access Corporation (I7.14 and I7.15).

Policies

7.10.1 - Encourage a wide variety of theatrical, musical, dance and other performing arts productions in the City of West Hollywood (I7.23, I7.25, I7.26, I7.27, I7.28, I7.32, I7.33 and I7.34).

7.10.2 - Encourage and organize permanent and temporary exhibits of paintings and sculptures in buildings and public and private open spaces as well as other visual art forms in the City of West Hollywood (I7.12, I7.25, I7.26, I7.27, I7.28, I7.30, I7.32, and I7.34).

7.10.3 - Encourage the publication and performance of books, short stories, plays (live, theatrical, television, and radio), and other products of West Hollywood writers (I7.25, I7.26, I7.27, I7.32, I7.33, and I7.34).

7.10.4 - Encourage and support the exhibition and performance of the arts at public and private facilities (I7.24, I7.25, I7.30, I7.31, I7.32, and I7.34).

Objective

7.11 - Serve as a link between the public and artists while maintaining an awareness of the living environment.

7.12 - Develop Public Arts programs that are unique to West Hollywood and responsive to the ever changing community.

7.13 - Provide challenging employment activities for artists.

7.14 - Encourage collaborations between artists, architects, and other professionals.

7.15 - Provide a diversified and balanced cultural arts appreciation program for individuals with special needs including, but not limited to, older adults and citizens with physical and mental challenges, and members of cultural and ethnic groups.

Policies

7.11.1 - Conduct an ongoing survey of West Hollywood residents in an effort to assess what human artistic resources are available and to inform artists of City projects (I7.1, I7.24, and I7.28).

7.12.1 - Conduct an artistic needs assessment to all West Hollywood residents (I7.29).

7.14.1 - Maintain a referral list of West Hollywood artists for potential clients (I18, I20, I22, I23, and I26).

7.15.1 - Work with recreation services to develop an art appreciation program especially geared for, but not limited to, older adults, youths and citizens who are physically and/or mentally challenged (I7.23, I7.24, and I7.34).

7.15.2 - Provide diversified cultural arts performances, exhibitions and special events for youth and adult residents, based on their needs and interests (I7.23, I7.24, and I7.34).

7.15.3 - Coordinate with other public and private organizations in the community, county and state to assure that art appreciation and related programs are not duplicated (I7.25 and I7.35).

7.15.4 - Recover costs of arts appreciation programs from all possible sources, wherever practical (I7.26, I7.27, and I7.28).

7.15.5 - Create art appreciation programs that reflect the evolving needs and interests of the community (I7.23 and I7.24).

7.15.6 - Generate public awareness of art appreciation courses (I7.28 and I7.34).

Objective

7.16 - Initiate measures that will define and regulate the City's "Percentage for the Arts" program.

7.17 - Pursue resources for the support of the arts in West Hollywood from both public and private sources.



Policies

7.16.1 - Initiate measures that would require a percentage of public and/or private building construction costs to be allocated for "Art in Public Places" and the performing arts, where possible (I7.26, I7.27, I7.28, and I7.30).

7.16.2 - Develop and maintain clear processes and guidelines for the City's "Percentage for the Arts" program (I7.28).

7.17.1 - Promote opportunities for artists to be paid for their services in West Hollywood by private businesses, individuals, cultural organizations, and other groups (I7.26, I7.30, I7.31, and I7.32).

IMPLEMENTATION PROGRAMS

The following lists the programs to implement the education and cultural policies contained in the preceding sub-section of the Plan. The capital "I" and number preceding each program are referenced by the policies which it implements.

Administrative Program and Facility Adequacy

I7.1 - The City shall monitor the adequacy of public educational services by annual surveys of resident needs and perceived quality of service (as described in the Human Services Element, Section 10.0). Deficiencies should be discussed with the School District and means to improve the service should be identified and implemented, when funding is available. Expansion of adult education programs should be an early priority of the District.

I7.2 - New residential development shall be assessed as a part of the development permitting process according to its effects on increasing or decreasing enrollment in local schools. These impacts should be reviewed with the School District. This may be accomplished by direct communication of City staff with the District and/or evaluations by an Environmental Impact Report.

Education Classes and Programs

I7.3 - Maintain liaison with local educational institutions to encourage their inclusion of classes which provide continuing educational opportunities for the city's residents. Educational needs should be determined through periodic surveys of residents and other human service programs. Once defined, the City should work with the educational institutions to determine how these needs can be met.

I7.4 - The City should continue programs which provide internships to residents and students of local educational institutions. In addition, opportunities should be provided to students and faculty of local educational institutions to participate in City-sponsored studies.

I7.5 - The City shall develop and administer an annual program of public education. This shall include publications, press releases, workshops, and/or classes addressing special issues and concerns. Programs contained in this General Plan outline a wide variety of topics for which public education may be provided. These include, but are not limited to, the following:

- a. Human service programs offered by the City, County, and other public and private organizations to individuals in West Hollywood.

-
- b. Residential and commercial building maintenance and renovation techniques and City assistance.
 - c. Earthquake preparedness
 - d. Energy conservation techniques
 - e. Personal health care and maintenance
 - f. Small business "start-ups"

Library Facilities and Programs

I7.6 - The City shall work closely with the County Library to ensure that adequate services are provided to the residents. Surveys of human service needs to be conducted by the City shall address the adequacy of library services. Deficiencies and potential remedial actions should be discussed with the library. This shall include the identification of additional sources to fund improvements, such as developer fees, tax credits for contributions of books, audio-visual equipment, and other resources and public fund-raising campaigns.

I7.7 - The City shall encourage the County Library to expand its collection of books, audio-visual materials, and other information which pertain to the interests and needs of the city's residents. This should include materials for Gays, Lesbians, Russian immigrants, people of Jewish heritage, seniors, and other appropriate groups and such subjects as AIDS/ARC, entertainment, the arts, interior design, and human services.

I7.8 - The City shall work with the County Library to provide for its expansion in the development of a new civic center.

I7.9 - The City shall work with the County Library system to insure that the facility is linked to cable telecommunication, fibre optic, and other similar information transmission facilities as they are expanded in the city.

I7.10 - The City shall work with the library to promote its use of videocassette, laser disc, and other computer-based information systems so that they can be accessed at the library or by telecommunications at governmental offices, remote library terminals (e.g., Plummer Park), and/or private residences.

Cultural Organizations

I7.11 - The City shall maintain and publish information regarding cultural organizations serving its residents. This shall include each organization's name, address, telephone, description of activities, calendar of events and/or meetings, costs of membership and/or participation, and other relevant information.

Permitted Cultural Uses: Zoning

I7.12 - Through the City's Zoning Ordinance and standards, permit the development of arts, cultural, educational, entertainment industry and related uses. Include standards for temporary and permanent artistic cultural, and entertainment events and activities within public and private buildings and open spaces.

Funding

I7.13 - Solicit state and federal funding for the City's educational, arts, and cultural programs when such revenues are available.

The following programs represent a range of near-term strategies which should be considered for implementation by the City. These may be changed over time to account for the community's needs, available technology, and funding. Annually, the City should define its telecommunications and arts programs.

Telecommunications

I7.14 - Consider the development and maintenance of a comprehensive "production assistant" intern and resident volunteer program that will support all production efforts.

I7.15 - Consider the development and maintenance of an "associate producer/writer" intern and resident volunteer program that will support all pre-production efforts.

I7.16 - Encourage the design, construction and maintenance of two-way AML hub sights at Plummer Park and West Hollywood Park.

I7.17 - Consider the design, construction and maintenance of one (1) dedicated "upstream" video/audio return cable television channel (T10 subfrequency) originating from Plummer Park and ending at West Hollywood Park.

I7.18 - Maintain program acquisition and film to video transfer programs.

I7.19 - Produce a bimonthly news program on the actions and issues of the City Council and various City-sponsored events and services. The program will also feature updates on commissions, boards, and task forces.

I7.20 - Produce a weekly “live” call-in program that features government and community leaders in talk-show format.

I7.21 - Conduct a study to determine the feasibility of implementing a two-way cable television feedback mechanism, enabling viewers to indicate their opinions regarding issues and other survey requests.

I7.22 - Continue programs to regulate and monitor cable television services in the city. Maintain records of public complaints and establish a procedure to resolve these problems. When resolution is not achieved, the City should consider alternative means to obtain these services.

Arts Programs

I7.23 - Provide specialized arts programs for children, adults, disabled individuals, senior citizens, and members of cultural and/or minority groups.

I7.24 - Consider the provision of organized arts excursions based on specific needs and interests.

I7.25 - Cooperate with private, commercial and public arts agencies, organizations and arts experts to provide diversified arts programs while minimizing duplication of effort.

I7.26 - Encourage private funding for local arts programs and art excursions. The City should develop a publication listing art resources (facilities and individuals) in the city and encouraging businesses, corporations, foundations, and individuals to contribute to their endowments and programs.

I7.27 - Investigate the establishment of an Endowment Fund to encourage local private agencies and individuals to contribute funds to the arts community.

I7.28 - Solicit input from the City’s Fine Arts Advisory Board and other community groups.

I7.29 - Keep apprised of current artistic trends and opportunities.

I7.30 - Consider purchasing commissioned art pieces to be permanently displayed on public properties.

I7.31 - Prepare and publish brochures providing information regarding artists living and working in the City of West Hollywood and which encourage opportunities for their employment by businesses, individuals, cultural organizations, and other groups. In concert, a file of local artists should be maintained by

the City from which individuals, businesses, and organizations can identify candidate artists for their needs. This file should identify the artist and provide examples of the type of art, as appropriate.

I7.32 - Consider and develop a mechanism to encourage the provision of arts programs in private and public sector projects and areas.

I7.33 - Continue to provide adequate facilities for use by arts programs.

I7.34 - Provide publicity and promotion of arts programs.

I7.35 - Provide opportunities for volunteer participation in cultural arts administration. Investigate traditional and non-traditional ways to utilize volunteers in arts programs.

Public Safety (Police And Fire) 8.0

8.0 PUBLIC SAFETY: POLICE AND FIRE



INTRODUCTION AND STATUTORY REQUIREMENTS

California State law does not mandate the preparation of an element prescribing policy for police and fire. It does, however, stipulate that their emergency preparedness programs be addressed by the mandated Safety Element (Sections 14.0, 15.0, and 16.0 of this Plan). This, as an optional element, defines general policies and programs for the interface of the City with the County Sheriff's and Fire Departments.

BACKGROUND DATA AND ANALYSES

A. LAW ENFORCEMENT

The City of West Hollywood is served by the County of Los Angeles Sheriff's Department and maintains a station to serve the city at 720 North San Vicente Boulevard. In 1986, a total of 99 trained personnel were provided to the city for general law, traffic and parking enforcement, detective services, and community service functions.

According to the Sheriff's Department, the overall crime rate in West Hollywood has dropped significantly since July, 1985. This decline is a result of the increased level of services requested and purchased from the County by the City of West Hollywood. The increased level of service has added more field units and deputies to each work shift than existed prior to the City's incorporation. Consequently, the Sheriff's Department believes that greater police visibility in the city has reduced the crime rate in general.

Several issues face the City of West Hollywood in terms of police protection. Inadequate street lighting and residential complexes with poorly visible outdoor space discourage many residents, especially seniors, from venturing out at night. Increases in West Hollywood's population and new development could result in potential increases in the demand for police services.

B. FIRE PROTECTION

Fire protection services are provided to the City of West Hollywood through the Consolidated Fire Protection District by the Los Angeles County Fire Department. County Fire Stations 7 and 8 provide fire protection and emergency medical services to the City, and are located at 9058 North Hancock Avenue and 7643 North Santa Monica Boulevard, respectively. In order to extend its emergency capability, the County Fire Department has executed mutual aid agreements with the Los Angeles City Fire Department and the City of Beverly Hills.

According to the Fire Department, maximum emergency response time is very low in West Hollywood, taking between two to three minutes to respond to a call. This is reflective of both the City's small geographical size and the location of two fire stations within West Hollywood.

There are several significant fire fighting problems in West Hollywood. Many buildings in the city lack fire protection systems, thus increasing the potential for property damage and personal injury due to fire. The city also has several high-rise buildings which generally require fire fighting from within the structures, in addition to buildings without adequate exit systems, placing greater demand on fire fighting personnel. And like police protection, emergency response time for fire protection services could increase as new development brings added traffic congestion to the city.



Hollywood - North of Santa Monica Blvd. between Fairfax & Highland; 1930

GOALS, OBJECTIVES, AND POLICIES

The following presents the goals, objectives, and policies for public safety-police and fire in the City of West Hollywood. Implementing programs are contained in the following subsection. At the end of each policy is listed a capital "T" and number in parentheses which refers to the pertinent implementation program.

Goal

8A - Ensure that West Hollywood maintains a high level of public safety for its citizenry.

Objective

8.1 - Ensure that adequate service levels of law enforcement and fire protection are maintained within the City of West Hollywood.

8.2 - Assure that existing and new development address fire and police protection in a pro-active and preventative way.

Policies

8.1.1 - Provide adequate police and fire protection to residents, business persons, and visitors to the City (I8.1, I8.14).

8.1.2 - Cooperate with Beverly Hills and Los Angeles to provide back-up police and fire assistance in emergency situations (I8.3).

8.1.3 - Assess the impacts of incremental increases in development density and related traffic congestion on fire hazards and emergency response time, and ensure, through the design review process, that new development will not result in a reduction of law enforcement or fire protection services below acceptable levels (I8.2).

8.1.4 - Provide safe fire-fighting facilities of adequate size to meet the needs of West Hollywood (I8.12).

8.1.5 - Develop and implement a comprehensive high-rise fire safety program (I8.2 and I8.13).

8.2.1 - Maximize neighborhood surveillance opportunities by the siting and design of structures within new development (I8.2).

8.2.2 - Promote the use of defensible space concepts (site and building lighting, visual observation of open spaces, secured areas, and so on) in project design to enhance public safety (I8.2).

8.2.3 - Require all new commercial and multiple-unit residential development to install fire protection systems and encourage the use of automatic sprinkler systems (I8.4).

8.2.4 - Consider the appropriateness and feasibility of requiring all existing development to install fire protection systems, including the possible use of automatic sprinkler systems (I8.5).

8.2.5 - Require all existing and new development to install and maintain adequate smoke detection systems (I8.4).

8.2.6 - Require that all new buildings incorporate adequate egress systems into project design and encourage existing structures to upgrade existing exit systems (I8.4).

8.2.7 - Promote public education about fire safety at home and in the work place (I8.6).

8.2.8 - Enhance public awareness and participation in crime prevention (I8.6).

8.2.9 - Develop new and expand existing educational programs dealing with personal safety awareness, such as neighborhood watch and commercial association watch/protection programs (I8.6 and I8.7).

Objective

8.3 - Ensure that public safety services are provided in a manner which reflects and is sensitive to the characteristics and needs of West Hollywood's resident population, business persons, and visitors.

Policies

8.3.1 - Continue to coordinate the provision of police and fire services with all public safety service providers monitoring their adequacy and responsiveness to community needs (I8.1 and I8.8).

8.3.2 - Encourage, facilitate, and participate in, where appropriate, the establishment of methods of communication between the public safety service providers and West Hollywood residents to discuss and resolve issues of responsiveness and sensitivity which may arise (I8.8 and I8.9).

8.3.3 - Review with the public safety service providers problems of responsiveness and sensitivity and discuss means of resolution if and when there are a high frequency and repetition of complaints (I1 and I7).

8.3.4 - Encourage, facilitate, and participate in, where appropriate, the continued conduct of programs for the training of police and fire personnel to be responsive and sensitive to the needs of all of West Hollywood's residents, while maintaining a high level of service and protection (I8.8 and I8.9).

8.3.5 - Aggressively pursue conformance with the City's non-discriminatory hiring policies by all public safety providers (I8.1).

8.3.6 - Review at regular intervals the desirability of establishing a public safety commission to facilitate communication between public safety service providers and all of West Hollywood's residents (I8.10).

IMPLEMENTATION PROGRAMS

The following lists the programs to implement the public safety-police and fire policies contained in the preceding sub-section of the Plan. The capital "I" and number preceding each program are referenced by the policies which it implements..

Police and Fire Services

I8.1 - Continue to contract with the County of Los Angeles Sheriff's Department for the provision of police services, unless the City contracts with another agency or elects to provide its own service, and cooperate with the County Fire Department in the provision of fire service. Annually review the services regarding

- a. Correlation of revenue expenditures, numbers of personnel, facilities, and prevention programs with their effectiveness in responding to and reducing rates of fire and crime; and
- b. Appropriateness of activities with resident and business person concerns as measured by complaints.

Deficiencies and problems will be reviewed with the appropriate department and corrective measures will be identified.

I8.2 - Incorporate the following in the City's design review process of proposed development projects:

- a. An assessment of the impacts of new development on the level of police and fire services provided to the community; and
- b. An analysis of site plan layout in terms of defensible space.

I8.3 - Continue to participate with the City of Los Angeles and the City of Beverly Hills under the Mutual Assistance Agreement for the provision of emergency fire protection services and evaluate the feasibility of adopting a similar agreement for police services.

Fire Protection Systems

I8.4 - Amend the building code to require:

- a. The provision of fire protection systems in all new commercial and multi-family residential development.
- b. Adequate exiting systems as defined by the Fire Department, in all new development.

and continue to require the installation and maintenance of smoke detection systems in all buildings in the city.

18.5 - Undertake a study to identify the types of systems which can be installed in existing commercial and multi-family residential buildings where automatic sprinkler and other fire protection systems do not exist and evaluate their feasibility for implementation. This study should be coordinated with the Fire Department, building mechanical engineers, other local cities, and other pertinent agencies.

Education

18.6 - Establish public education programs, through the City's Public Information Office, to enhance public awareness of fire safety and crime prevention. This may include cable television programs, publications, and public workshops.

Neighborhood Watch

18.7 - Continue to support existing and expanded Neighborhood Watch programs. Establish a structure for a similar program for commercial areas of the city. This may be effectuated through the Chamber of Commerce, West Hollywood Community Alliance, or other organizations. Neighborhood Watch Groups may be used for crime prevention and other community purposes.

Responsiveness to Community Needs

18.8 - Conduct periodic meetings with the public safety service providers to review complaints of inadequate, inappropriate, or insensitive responsiveness. Identify the contributing factors and circumstances and identify and implement programs which can lessen or mitigate any identified problem areas. Such may include public education regarding the City laws, personnel sensitivity training, community workshops between Sheriff and Fire personnel and the community, and other techniques.

18.9 - Support and provide input, where appropriate, to the conduct of programs by the public safety service providers to train their personnel regarding the needs and sensitivities of West Hollywood residents. These programs should be periodically reviewed for their effectiveness.

18.10 - Review at least once each two years the appropriateness of establishing a public safety commission whose responsibility would be to facilitate communication between public safety providers and West Hollywood residents.

Facilities

18.11 - Expand the use of computers in both fire safety and police protection.

18.12 - Replace Station 7, as quickly as possible, with a new station which is both safety constructed and of adequate size to meet the needs of the western half of the city.

Emergency Programs

18.13 - Formulate and implement a fire safety and emergency evacuation program for high-rise structures in collaboration with the Fire Department. Such should include zoning and building code requirements for the use of sprinklers, smoke alarms, emergency evacuation stairways and other routes, fire-resistant building materials, architectural design elements which do not obstruct or hinder emergency access, and other pertinent components. Public education programs for evacuation of high-rises and the periodic conduct of fire drills should also be included.

Funding

18.14 - Solicit state and federal funds to support the City's public safety programs as such revenues are available.

The background of the entire page is an aerial photograph of a dense forest, showing various shades of green and brown. A large, solid yellow rectangle is positioned in the upper-middle section of the page. Inside this rectangle, the text "Parks And Recreation 9.0" is written in a dark blue, serif font. The text is right-aligned within the rectangle.

Parks And Recreation 9.0

9.0 PARKS AND RECREATION



INTRODUCTION

California State law does not mandate the preparation of a Parks and Recreation Element of the General Plan. However, they are often prepared by cities and counties due to the concern of providing sufficient parkland for residents, relationship of park space to a city's entire open space resource (a required plan element), and requirement for preparation as a condition of use of the Quimby Ordinance.

BACKGROUND DATA AND ANALYSES

A. EXISTING CONDITIONS

The City of West Hollywood contains three parks. Plummer Park, located at 1200 North Vista Street, is approximately 8.5 acres in size; West Hollywood Park, located at 647 North San Vicente Boulevard, is about 6 acres in size; and the William S. Hart Park, located on Sunset Boulevard between Olive and Sweetzer Avenue. Because of the large population of the City of West Hollywood and adjacent Los Angeles City areas, both Plummer and West Hollywood Parks are heavily used. The William S. Hart Park, less than two acres in size, is owned and maintained by the City of Los Angeles.

Based on a conservative standard of three acres per thousand population and the 1980 Census population of 35,703, the West Hollywood area could be considered as severely deficient in local parks.. The city's size and absence of vacant, undeveloped properties will inhibit the development of new park space.

The City has funded extensive recreational programs at both West Hollywood and Plummer Parks, for a wide variety of user groups and general residents. These programs are extensively utilized; particularly those for seniors and, at Plummer Park, those of Russian heritage. Athletic facilities (swimming pool, tennis courts, basketball courts, etc.) are also heavily used.

Throughout the city are a large number of private recreational facilities. Principal among these is the health club. They range in size from small, personal service facilities to large, chain operations. Though no accurate data is available, it is believed that significant numbers of West Hollywood's population, particularly those between 18 and 40 years of age, are members and participate somewhat regularly in these clubs.

Additionally, a number of apartments and condominiums contain recreational facilities. Usually, these include swimming pools, health clubs, and tennis courts. These most frequently are found in newer, large multiple-unit building complexes.

B. SUMMARY OF ISSUES

Significant issues regarding the city's park and recreation resources are as follows:

1. Supply of Parks and Recreational Facilities

- a. Using National Recreation and Parks Association standards as a benchmark, there is a severe shortage of local parks and recreation facilities in the City of West Hollywood. At the same time, there is very little vacant land available for new parks.
- b. There are particularly inadequate public recreational facilities for seniors, children, and disabled people.
- c. The city lacks adequate public facilities for community meetings and cultural events.
- d. Though a number of apartment complexes and condominiums contain private recreational facilities, these are restricted to the use of tenants and guests and not consistently provided in multi-family residential areas.

2. Financing

- a. Due to the scarcity of land in the city, land values are high and, thus, it is extremely expensive for the City to acquire land for new parks. If land were to be acquired in residential areas, this would be further complicated by the loss of existing housing units and possible need to relocate tenants.
- b. Due to declining tax revenues since Proposition 13, it has become increasingly difficult for local governments to provide local parks and recreational facilities.

3. Safety and Accessibility

- a. West Hollywood and Plummer Parks are poorly illuminated at night and, thus, perceived as unsafe.
- b. There are problems of compatibility where parks abut residential areas. Concerns include traffic, noise, lighting spill-over and glare, and criminal activity.

4. Design, Landscaping, and Maintenance

- a. Generally, existing parks have been poorly landscaped and inadequately maintained. Heavy use of each facility exacerbates this situation.
- b. The existing parks are poorly, if at all, planned. Structures and recreational facilities (such as tennis courts) have been randomly scattered on the park sites over time, as funding has been available, without adherence to a development master plan. As a result, there are a considerable number of spaces which are practically and functionally unusable for recreational purposes. There is little cohesion or integration of buildings and recreational spaces.

GOALS, OBJECTIVES, AND POLICIES

The following presents the goals, objectives, and policies for parks and recreation in the City of West Hollywood. Implementing programs are contained in the following subsection. At the end of each policy is listed a capital "I" and number in parentheses which refers to the pertinent implementation program.

Goal

9A - Provide parks and recreation facilities and programs which meet the needs of the city's residents.

A. ISSUE ONE: PROVISION OF PARK AND RECREATIONAL FACILITIES

Objective

9.1 - Increase the amount of parkland and recreational facilities in the City of West Hollywood.

Policies

9.1.1 - Increase the amount of parkland in the City, improving the standards of park space per resident through public and private acquisitions and improvements (I9.9 through I9.14, I9.18, I9.19).

9.1.2 - Preserve existing park space and recreational facilities, especially open turfed areas and trees, while allowing for the redesign, reconfiguration, and replacement of existing spaces and facilities to increase their recreation potential and usability (I9.4 and I9.17).

9.1.3 - Establish as a priority for public funding the acquisition and development of parks and recreational facilities in neighborhoods in which there is a shortage of parks (I9.9).

9.1.4 - Acquire and develop properties as mini-parks where it is not possible to acquire sufficient acreage for neighborhood parks, under the following conditions:

- a. A mini-park shall be of sufficient size and designed to be compatible with adjacent uses;
- b. A mini-park should be located on street corners and cul-de-sacs, where possible;

-
- c. Mini-parks shall be designed to meet the particular needs of residents of the area they serve, i.e., seniors, families with children;
 - d. Mini-parks shall be designed to prevent impacts on adjacent residences.
 - e. Mini-parks shall be patrolled regularly during evening hours to prevent criminal activity and impacts on adjacent residences.
 - f. There shall be no reduction of the city's supply of housing due to the acquisition of the site (I9.7 and I9.9).

9.1.5 - Acquire and develop parcels for recreational improvements which are adjacent to and contiguous with Plummer and West Hollywood Parks when the parcels are available for sale or through the selective use of eminent domain, provided that there is no reduction of the city's housing resources (I9.9 and I9.10).

9.1.6 - Purchase and preserve, where practical and financially feasible, historic buildings adjacent to parks for public facility uses (I9.9).

9.1.7 - Encourage the Los Angeles Unified School District to make the playgrounds, play fields, and auditoriums of West Hollywood School available to local residents for recreational use after normal school hours and on weekends (I9.2).

9.1.8 - Participate in the upgrading of West Hollywood School's open spaces for public recreational use, provided that such improvements do not impair the security of school facilities (I9.2).

9.1.9 - Require that new residential development provide recreational or open space facilities on-site or contribute fees to the public development of additional facilities to offset additional demands generated by its resident population (I9.16, I9.18, and I9.19).

9.1.10 - Allow for the development of a portion of the open space requirements of multi-family residential projects for common recreational facilities (I9.16).

9.1.11 - Require that new commercial development provide open space facilities on-site for passive or active recreation or contribute fees for the public development of such uses (I9.14 and I9.15).

9.1.12 - Incorporate “hard” recreational facilities (i.e., tennis and basketball courts) into new parking structures when developed on park sites (I9.4, I9.5, and I9.9).

9.1.13 - Consider consolidating public meeting, indoor sports, aquatic sports, and public auditorium facilities through the use of multi-purpose structures (I9.4, I9.5, and I9.9).

9.1.14 - Evaluate the feasibility of expanding existing meeting space by adding second floors to existing public meeting structures, providing access for seniors and disabled people (I9.4, I9.5, and I9.9).

B. ISSUE TWO: PROVISION OF RECREATIONAL PROGRAMS

Objective

9.2 - Provide a diversity of programs and facilities to meet the needs of all individuals and groups in West Hollywood, with special attention given to the elderly, handicapped, and economically disadvantaged.

Policies

9.2.1 - Conduct ongoing needs assessment and evaluation of demands for recreational activities and public meeting facilities and modify programs where necessary to meet these demands, provided that adequate funding is available (I9.1 and I9.6).

9.2.2 - Develop recreational facilities and programs to meet the needs of all population segments; the young, families and partners, seniors, ethnic populations, and those with special needs (I9.1 and I9.6).

9.2.3 - Accommodate unique social, cultural, and ethnic needs in the design and programming of recreational spaces and facilities; considering especially the needs of children, elderly, disabled, and people with AIDS (I9.1 and I9.6).

9.2.4 - Notify the city’s residents of the types of recreation and programs available and encourage their participation (I9.1 and I9.6).

9.2.5 - Incorporate areas for both active and passive recreation in parks and facilities and ensure that these are accessible to all age groups, as practical (I9.4, I9.5, and I9.9).

C. ISSUE THREE: PARK SAFETY, ACCESSIBILITY, AND COMPATIBILITY

Objective

9.3 - Ensure that parks are accessible and safe for their users and compatible with adjacent residences and commercial uses.

Policies

9.3.1 - Ensure that all parks are adequately illuminated for safe use at night (I9.5).

9.3.2 - Provide for the supervision of park activities and promote enforcement of codes restricting illegal activity (I9.1 and I9.8).

9.3.3 - Continue coordination of park security between the Parks and Recreation Department and the Sheriff's Department to insure that they are adequately patrolled (I9.8).

9.3.4 - Consider redesigning and siting of existing public restrooms in parks to discourage illicit and illegal activities (I9.4 and I9.5).

9.3.5 - Design new parks and redesign existing parks to provide a high level of public safety (I9.4 and I9.5).

9.3.6 - Design parks and site their activities, buildings, outdoor facilities, people-gathering areas, lighting, parking areas, and other elements so that they do not adversely affect adjacent uses (I9.4 and I9.5).

9.3.7 - Restrict and control nighttime park use so that adjacent residences are not adversely affected (I9.4, I9.5, and I9.6).

D. ISSUE FOUR: PARK DESIGN, LANDSCAPING, AND MAINTENANCE

9.4 - Ensure that all park and recreation facilities are designed, landscaped, and maintained to promote a high quality of recreational experience.

9.4.1 - Monitor, review and assess design, landscape development, and maintenance of parks, ensuring that quality standards are established commensurate with intended park and facility function and their impact on the surrounding area (I9.1 and I9.6).

9.4.2 - Encourage variety in the design of park facilities to enhance the lifestyle of residents to be served (I9.4, I9.5, and I97).

9.4.3 - Install new and replace existing landscaping where it is severely deteriorated, inappropriately located for park activities, and incompatible with other landscape and adjacent uses (I9.4, I9.5, and I9.9).

9.4.4 - Develop master plans for each park to ensure that (a) new development of buildings, open air facilities, and landscape is unified, functionally related to improve efficiency, and compatible with adjacent uses; and (b) landscape locations and species are coordinated with architectural and site design (I9.4 and I9.5).

9.4.5 - Re-site existing park facilities where these can readily be removed to promote a more efficient use of parklands, as funds are available (I9.4, I9.5, and I9.9).

9.4.6 - Design and develop the West Hollywood Park site in concert with the proposed civic center as a major recreational and open space asset of the City (I9.5).

9.4.7 - Ensure that the development of civic structures on the West Hollywood Park site complement open air recreational activities; maintaining, at minimum, the existing amount of open space and consolidating “structured” recreational facilities (gymnasiums, basketball and volleyball courts, swimming pools, etc.) into multi-story buildings and parking structures (I9.5).

E. ISSUE FIVE: PARK FACILITY AND PROGRAM FINANCING

Objective

9.5 - Ensure that the costs of park and recreation facilities and programs are borne by those who benefit and contribute to additional demands.

Policies

9.5.1 - Require that developers contribute to provide parks and recreational facilities to offset additional demands brought about by new development (I9.14, I9.15, I9.16, I9.18, and I9.19).

9.5.2 - Enact a Quimby Ordinance to provide additional funding through residential development (I9.18).

9.5.3 - Adopt and implement an official park acquisition program to meet current and future needs; including direct input for capital budgeting purposes, scheduling of Quimby Act funds, and periodic reviews of changing growth rates and General Plan policies (I9.3, I9.9, I9.10, I9.11, I9.12, I9.13, I9.18, and I9.19).

9.5.4 - Establish a formal mechanism by which the City may accept gifts and dedications of parks and open space (I9.3 and I9.11).

9.5.5 - Consider the use of eminent domain to acquire additional parkland where the need for parks and recreation facilities is greatest, provided that the city's housing supply is not adversely affected (I9.9 and I9.11).

9.5.6 - Encourage the formation of Community Facilities Districts for the acquisition of additional parklands (I9.9 and I9.12).

9.5.7 - Consider the use of special taxes for financing services or facilities (I9.9 and I9.12).

9.5.8 - Provide for the creation of benefit assessment districts for park development and maintenance (I9.9 and I9.12).

9.5.9 - Consider the sale of bonds as a means of generating funds for parks and recreation services (I9.9 and I9.13).

9.5.10 - Encourage the development of recreation programs by non-City public and private sports organizations to involve more children and adults in outdoor recreation activity; using volunteers to operate and maintain programs whenever possible (I9.1 and I9.3).

IMPLEMENTATION PROGRAMS

The following lists the programs to implement the parks and recreation policies contained in the preceding sub-section of the Plan. The capital "I" and number preceding each program are referenced by the policies which it implements.

Administrative Actions

I9.1 - The City shall annually develop and monitor programs for the recreational use of city parks and other available recreational resources. This will include

- a. review of the demographic characteristics of city residents and recreation users
- b. evaluation of the level of service and demands at existing facilities
- c. public hearings on the adequacy of parks and recreation services and facilities
- d. five-year comprehensive community surveys and market analyses to assess needs and demand

Based on the evaluation of needs, an annual recreational program shall be developed. It should be subject to review and approval by the Human Services Commission.

I9.2 - Contact the City of Los Angeles Unified School District and investigate the feasibility of utilizing the open space play areas of West Hollywood School for public after school hours. This should include the consideration of expenditure of City revenue to provide additional security for school facilities and upgrading of the site's recreational areas.

I9.3 - Encourage private contributions to recreational programs vis-a-vis the Chamber of Commerce, West Hollywood Community Alliance, and other local business associations.

I9.4 - Formulate master plans for West Hollywood, Plummer and, as appropriate, William S. Hart Parks. These should provide for

- identification of activities and functions, by location
- structures
- open-air recreational facilities (e.g., baseball diamonds, tennis and volleyball courts, etc.)
- landscape
- parking

- access
- lighting
- other

These should provide for the consolidation of existing “built” facilities, multiple use of parking lots/structures, and buffers with adjacent uses. Public workshops should be conducted during their formulation.

19.5 - Coordinate the redesign and reuse of West Hollywood Park with the development planning of the civic center facilities.

19.6 - No less often than once every five years review the site design, landscape development, and maintenance of parks, recreational buildings and community facilities. This evaluation should consider their effectiveness and efficiency in accommodating recreational activities, costs of operation and maintenance, rate of deterioration and replacement of equipment and landscape, safety of users and tenants of adjacent properties, adequacy of lighting and defensible space elements, compatibility with adjacent uses, and other pertinent measures.

19.7 - Establish design standards for the development of mini-parks, ensuring compatibility with adjacent areas.

19.8 - Continue and enhance cooperation between the Human Services Department and the Police Department regarding safety in parks.

Acquisition and Funding

19.9 - Establish and implement a park acquisition program to meet current and future needs. Such a program shall include the following:

- a. Identify potential park sites by monitoring real estate activity in the city. When a site is made available on the market, the City should consider its appropriateness for use as a mini-park or, if contiguous with existing parks, as an extension of that park based on
 - configuration and usability for parkland
 - costs of acquisition and improvements
 - availability of revenue
 - compatibility with adjacent uses
 - loss of housing units
 - significance of existing structures as architectural or historical resources
 - site accessibility

Public hearings shall be conducted when it is proposed that a site be acquired for park use.

b. Establish a trust fund to pay for the acquisition and development of new parks with the funds being derived from the following sources:

- (1) General revenue funds
- (2) Tax increment fund (in Redevelopment Project Areas)
- (3) Developer assessments (through use of the Quimby Ordinance and exactions of commercial developments)
- (4) Business or fund-raising contributions
- (5) Mello-Roos Community Facilities Act¹
- (6) Special taxes²
- (7) Benefit assessment districts³
- (8) Facilities bonding
- (9) State and Federal grants or loans

c. Utilize the funds to acquire and develop sites identified above and/or historically and architecturally significant structures adjacent to parks which can be adaptively reused for public facilities.

19.10 - Use eminent domain to acquire additional lands for park development only when there is no feasible alternative, it is deemed in the public good, and the city's housing supply will not be adversely affected.

19.11 - Establish a dedication program where the City may accept gifts of parkland and/or recreational facilities.

19.12 - Establish the administrative and legal mechanisms to allow for the creation of benefit assessment districts, Community Facility Districts, and Special Taxes.

-
1. The Mello-Roos Community Facilities Act of 1982 authorizes local governments to levy special taxes within newly created Community Facilities Districts. The Act also authorizes local governments to issue bonds backed by these special taxes. Funds may be used to pay for capital facilities, including parks. Community Facilities Districts are established by a 2/3 vote of the residents of the proposed district.
 2. Special taxes are taxes collected and earmarked for a special purpose, such as a particular kind of service or facility, rather than being deposited in the general fund. For capital acquisition, such as parkland, the Mello-Roos Act (see Ch.9a1.3) provides the most practical way to levy a special tax. Under Proposition 13, the levy of a special tax requires support from two-thirds of the affected voters.
 3. Special assessments are levied for local improvements which directly benefit specific real property, against the property owners who benefit from those improvements. Special assessments are not taxes and do not require a 2/3 vote of the electorate, as do special taxes.

Ordinance Requirements

19.13 - Allow the sale of bonds for land acquisition and capital improvements exceeding \$2,000,000.

19.14 - Amend the Zoning Ordinance to require that all development projects provide on-site pedestrian-oriented open space facilities or pay in-lieu fees for similar facilities nearby.

19.15 - Consider as a possible exaction for development projects the contribution to a fund for special recreational and cultural programs for seniors and the disabled, including people with AIDS.

19.16 - Require that developers of apartment or condominium projects provide a minimum proportion of recreational facilities as part of the open space requirements for such development.

19.17 - Require that for every square foot of park, open space, and/or recreational facility square footage removed, an identical amount of park, open space, and/or recreational facility be developed to compensate for the loss.

19.18 - Adopt and implement a parkland dedication ordinance with in-lieu fee provisions where residential developers contribute on a per-unit basis (per the Quimby Ordinance).

19.19 - Modify the Subdivision Ordinance to include park standard of three acres per thousand population.

Human Services **10.0**

10.0 HUMAN SERVICES



INTRODUCTION

The Human Services Element addresses a number of policy issues which are not required to be included in the General Plan, but which are important for cities and counties to address in their general plans.

For the past two decades, Federal and State government have dominated the funding of and policy for local social services. In recent years, however, cities and counties have begun to assert a strong role in planning for the delivery of social services. Under the leadership of the League of California Cities and the County Supervisors Association of California, local governments have defined new rules in planning for the delivery of social services. The Human Services Element of a General Plan has emerged as an important tool for defining the local role and for coordinating planning for social services with physical and environmental planning.

In recognition of its importance and the needs of its residents, one of West Hollywood's first priorities as a new city was on the funding and provision of human services. In September 1985, the Department of Human Services was formed and charged with the responsibility of increasing existing service levels and creating a social services system for the city.

This element defines the spectrum of human service needs facing the City of West Hollywood and establishes the framework of policy by which services will be provided to meet these needs.

EXISTING CONDITIONS

A. PHILOSOPHY AND GOALS OF SERVICE PROVISION

The City of West Hollywood has taken an innovative humanistic approach to human services issues. The City Council has committed to meeting the service needs and enhancing the quality of life for its community members. The level of social services funding, the inclusion of this Human Services Element in the General Plan, and the commitment to community access to and participation in decision-making all demonstrate this commitment.

A basic philosophy of service provision has evolved, necessitating the creation of non-traditional City policies and procedures for implementation. The City has taken the lead in identifying community needs and responding with service provision. The staff are experienced in a variety of program and direct-service designs. The City has chosen an innovative mix of in-house and contracted services.

The goals of the process by which the City operates and supports social services, renews or expands existing services, and creates new programming area:

- To meet basic needs and enhance the quality of life for the community.
- To ensure innovative, quality service provision.
- To create collaborative, supportive, and creative relationships between the City, providers, and community members, as well as between provider and provider, and provider and community members.
- To empower the community and the providers.
- To emphasize needs identification and service provision in decision-making.
- To provide maximum community participation.
- To ensure accountability.
- To develop quantitative and qualitative evaluation methods that reflect actual service quality.

B. DETERMINING SERVICE NEEDS

The comprehensiveness and accuracy of the needs assessment process is absolutely critical to the responsible development and implementation of both in-house and contract services. The data from the Human Services Needs Assessment will serve as the basis for the prioritization of community need and social service provision. That data will be supplemented continually by data gathered through various methodologies, including public testimony, direct service requests, direct community needs assessments, non-City assessments for particular target groups, and city demographic data.

C. POPULATION AND DEMOGRAPHICS

1. Population Trends and Projections

According to the 1980 Census, West Hollywood's population increased from 34,662 people in 1970 to 35,703 in 1980. Population projections to 1990 indicate that West Hollywood's total population will increase by approximately 15.28 percent (or 5,457 persons) between 1980 and 1990.

The projections indicate that in the next ten years, the city's male population will increase (from 50.6% of total population to 55.3%) and that the city's female population will decline (from 49.4% of total population to 44.7%).

2. Age Composition

Population projections to 1990 indicate that the age group 30-54 will increase in numbers and constitute the largest percentage of total population (45.3% of total). Males aged 15-54 will constitute 74.6% of the male population in 1990. The elderly (55+) will decline both in numbers and as a percentage of total population (28.0% in 1990 compared to 33.6% in 1980)*. Persons aged 20-29 will decline as a percentage of total population (19.8% of total in 1990), though they will still constitute the third largest population group in the city. Children between 0-14 will decrease in numbers and constitute a smaller percentage of the population than in 1980 (4.5% of total). Adolescents (15-19) will decline in numbers and constitute the smallest portion of the population (2.4%).

Within the elderly category, those 75 and over will experience a substantial increase (9.1%). The increase in the late elderly population has certain implications on the types of human services required to meet their special needs. Elderly in this category are often more frail with lower fixed incomes and are more service dependent.

Females 10-49 will increase as a percentage of total female population in West Hollywood. Traditionally, this could impact future population growth due to the large number of women in the "childbearing" age group. There is evidence, however, that childbearing among this group in West Hollywood may be low and therefore this group may have little impact on population growth. Indeed, the child-woman ratios in West Hollywood have shown a declining trend over the past fifteen years. This pattern indicates that although females 10-49 are more likely to bear children, as is the case among urban professionals nationally, families have tended to be smaller and many women are delaying having children until later in the traditional "childbearing" period.

By the year 1990, West Hollywood may have a population consisting of primarily young males, females with few children, and a significant number of seniors over the age of 75.

3. Households

Consistent with the population data, the number of West Hollywood households increased by 31 percent between 1970 and 1980 (from 16,944 to 22,152). An important trend to be noted in West Hollywood is the increase in the number of households made up of individuals unrelated by blood or marriage. In 1970 over half of all households were comprised of non-related members (56.8%) and by 1980 these households comprised 66.6% of all households in West Hollywood. The number of households comprised of individuals related to each other by blood or marriage declined during this period from 44% to 31% of the total.

In both decades, persons living alone represented the predominant household type. However, the number of these households as a percentage of the total experienced a decline of 5% between 1970 and 1980 (from 87% to 82%), suggesting an increase in size for households made up of individuals unrelated by blood or marriage. This growth in household size could be explained by more unrelated individuals or Gay men or Lesbians choosing to live in the same household unit.

Household trends coupled with population projections suggest that human services to meet the needs of the emerging West Hollywood population should be designed to meet the needs of singles, couples with no children or small families, and the frail elderly.

* This is based on population projections and contradicts information which City Council, staff, and Social Services providers have gathered which would indicate that the elderly (55+) population more likely increased and will remain stable with the late elderly (75+) population increasing, as well. This data will be updated when the results of the 1990 Census are available.

4. Ethnic and Racial Composition

West Hollywood is predominantly white. Blacks and Latinos constitute 3.7% and 5.6% of the population, respectively, less than the representation of these groups in Los Angeles County and the state as a whole. Persons of Russian heritage are estimated to constitute 12.7% of the city's population.

5. Income Status

Compared to households state-wide, West Hollywood households have relatively less income. The 1980 median household income was \$19,514 (in 1987 dollars) compared to the county-wide figures of \$24,939. Households earning \$5,000 or less are heavily concentrated in the far eastern area of the city. Higher income households can be typically found in the western portion of the city.

The 1980 average per capita income in West Hollywood of \$16,864 (in 1987 dollars), however, was higher than that of the county per capita of \$11,810.

6. Employment

West Hollywood is dominated by "white collar" workers, 74.6% of the employed population.

D. ANALYSIS

Assessments of the needs of the city's population were determined by the conduct of a household survey, special user group surveys, a senior needs assessment, results of social service provider monthly program and fiscal reports, input from public hearings with Council/Commission/General Plan Advisory Committee, non-City initiated surveys, and direct service requests.

The household survey asked respondents to give eighteen types of service a priority value (but not rank them against each other) ranging from 1 (lowest priority) to 4 (highest priority) and to answer an open-ended question regarding the three most pressing human services needs in the community. Over one-half of the respondents indicated that all services identified were priorities. The four highest ranking priorities in both the "highest priority" and "priority" categories were:

1. Support services for persons with AIDS/ARC.
2. Support services for seniors.
3. Crisis intervention/emergency services.
4. Medical services (affordable and conveniently located).

There was not a consistent ranking between any two categories after the 4th priorities.

The open-ended question regarding the three most pressing human services needs overwhelmingly identified three major areas:

- | | |
|---|-----|
| 1. Senior services | 47% |
| 2. Homeless services (Youth and Adults) | 44% |
| 3. AIDS/ARC services | 25% |

In the priority ranking question, legal and immigrant services were considered priorities the least often. It must be noted that immigrant participation in the households survey was negligible due

to the fact that the surveys were distributed in English only, and does not constitute a representative sample of immigrant populations. In planning for immigrant services in the future, the City will rely on special user surveys and needs assessments of the immigrant community. The Human Services Needs Assessment did not specifically request information ranking the priority of services to Gay men and Lesbians. Most Gay men and Lesbians would not identify their service needs as "Gay/Lesbian". Twenty percent of the respondents to the household survey were Gay male or Lesbian.

The City currently provides services in the following categories:

1. AIDS/ARC services
2. Senior services (including immigrants)
3. Immigrant vocational services (excluding seniors)
4. Youth services (under 23)
5. Legal services (including mediation services)
6. Homeless services
7. Gay male and Lesbian services (excluding health, legal, and youth)
8. Health services (including alcohol and drug program)
9. Services to persons with disabilities

Needs assessment results, among other sources of information, indicate that the City has for the most part, successfully prioritized its social services.



Sunset Blvd. at Sunset Plaza Hotel; 1938

GOALS, OBJECTIVES, AND POLICIES

The Human Services Element establishes three basic human services goals. For each of these, quantitative objectives are presented with accompanying policy statements. Each policy statement is followed by a capital "I" and number which identifies the program which will implement the policy.

Goal

10A - .Meet basic community needs and enhance the quality of life for West Hollywood community members.

Objective

10.1 - Create a sound, effective, and responsive social services delivery system.

Policies

10.1.1 - Monitor human services needs annually by use of population trend analysis, needs assessment analysis, public hearings, and other means (I10.1).

10.1.2 - Respond to community need by providing information and referral, contract (with community-based organizations) services, direct in-house services, and coordination with other public or private service providers.

- a. Emphasize programs designed to prevent homelessness and which provide a multi-service approach to persons who are currently homeless.
- b. Offer services which are responsive to the special needs of the frail elderly population and persons with disabilities including persons with AIDS and ARC.
- c. Offer services which are responsive to the needs of families and children (I10.2 and I10.3).

10.1.3 - Emphasize needs identification and service provision as the priorities in making funding allocations (I10.1).

10.1.4 - Seek funding for social services programming from County, State, Federal, and private sources where appropriate (I10.4).

Goal

10B - Provide leadership in developing and implementing progressive, humane social policy which addresses the needs of a diverse population including but not limited to families with children, seniors and the frail elderly, Gay men and Lesbians, immigrants and the homeless.

Objective

10.2 - Seek broad public participation in policy-setting, establishing effective liaisons with neighboring municipalities, the County, the State, and the Federal government to ensure that our community is influential in establishing policy which addresses its needs.

Policies

10.2.1 - Create and uphold legislation to protect the rights of all people (I10.5).

10.2.2 - Actively seek passage of progressive, humane legislation on the state level (I10.5).

10.2.3 - Coordinate multi-jurisdictional efforts in providing similar services (I10.6).

10.2.4 - Address policy planning issues, particularly in the areas of homelessness, services to frail elderly populations, and services to persons with AIDS and ARC which require cooperative solutions and commitment of resources which is clearly beyond the scope of municipalities to address alone (I10.6).

Goal

10C - Develop collaborative and supportive relationships between the City, providers and community members.

Objective

10.3 - Provide opportunities for community members, social services providers and City staff to work together to address community needs.

Policies

10.3.1 - Establish networks of providers of like services to meet with the City on a regular basis (I10.7).

10.3.2 - Establish mechanisms for community member representation on program advisory bodies (I10.8).

Goal

10D - Assure maximum community participation in determining needs and in planning, implementation and evaluation of the City's social services.

Objective

10.4 - Establish mechanisms by which the City routinely exchanges information regarding community need and service provision with diverse populations including but not limited to families with children, seniors and the frail elderly, Gay men, Lesbians, people of color, persons with disabilities including persons with AIDS and ARC, immigrants, and the homeless.

Policies

10.4.1 - Conduct annual needs assessments to aid in determining city priorities, targeting appropriate special users groups (I10.9).

10.4.2 - Establish mechanisms by which community members directly evaluate services received and report the evaluation results to the City (I10.10).

10.4.3 - Encourage volunteer components to all programs (I10.11).

10.4.4 - Conduct regular public hearings on general and specific social services needs, priorities, programs, and allocations (I10.12).

10.4.5 - Develop a public information mechanism to ensure that information about available services reaches the widest possible audience and is presented in a manner which is sensitive to special user population needs (I10.13).

10.4.6 - Include representatives from special user groups in all public processes (I10.14).

Goal

10E - Assure the service, administrative, program, and fiscal accountability of all programs.

Objective

10.5 - Develop quantitative and qualitative evaluation methods to assure that the City's social services meet the highest possible standards of progressiveness, innovation, quality of care, effectiveness, and accountability.

Policies

10.5.1 - Establish a system of reporting, monitoring, technical assistance, and auditing to evaluate and review all services (I10.15).

10.5.2 - Require year-end reports from all service providers and issue a City year-end social services report analyzing current need, the existing service's ability to meet the need, and recommending action to improve the City's ability to meet the community needs (I10.6).

IMPLEMENTATION PROGRAMS

The following lists the programs to implement the policies contained in the preceding subsection of the Plan. The capital "I" and number preceding each program refer to the policy (or policies) implemented.

Evaluation of Need

I10.1 - Social services provision which enhances the quality of life and is responsive to the community's needs must take the following into consideration in the planning process:

- a. a formal needs assessment process
- b. evaluation of currently funded programs through program reporting, site visits and client evaluations
- c. examination of direct service requests to the City and existing service complaints
- d. public testimony through advisory bodies, the Human Services Commission and the City Council

Mixed Services

I10.2 - The City should offer a mix of in-house and contract services which are responsive to the social services needs of the West Hollywood community and continue to analyze the viability of various program approaches to ensure a humane, progressive total service delivery system.

Training

I10.3 - Annual trainings should be provided for social service agency staff and volunteers to ensure maximum responsiveness to diverse populations in the community and encourage the cooperative, supportive relationships which the City encourages between providers.

Funding

I10.4 - Staff will evaluate alternative funding sources which could be used to enhance City funds for social services and apply for those funds where appropriate.

Legislation

I10.5 - Staff will monitor County, State and Federal legislation and be active in urging the City Council to pass model legislation which impacts social services.

Coordination

I10.6 - Staff will work closely with the County and surrounding cities in addressing social services issues which impact all municipalities.

I10.7 - The City shall encourage a cooperative approach to service provision through facilitation of networking and coordination. Providers of like services shall meet regularly and combine resources for community presentations.

Community Input

I10.8 - Staff shall encourage the formation of advisory bodies for all programs which serve the West Hollywood community. Community members currently serve on the Human Services Commission, Commission subcommittees task forces, and on a number of program advisory committees.

I10.9 - Responsive social services will emphasize ongoing needs assessment activities with identified city special user groups.

I10.10 - Contract requirements shall include regular client evaluations of service as an integral part of program reporting.

I10.11 - Assist social services agencies in establishing volunteer involvement in all City-funded programs.

I10.12 - Involvement of diverse segments of the City's population is essential in planning programs which encourage a humane, empowering service delivery system. The City Council and its task forces, the Human Services Commission and its subcommittees shall establish this as a main goal in social services planning.

I10.13 - A City computerized information and referral system and Social Services directory shall be developed.

I10.14 - Involve the city's diverse special user groups in community advisory capacities. The Council shall appoint a number of task forces to address the need for input from specific sectors of the community.

Monitoring of Service

I10.15 - Contract and in-house programs will submit monthly program and fiscal reports. Program reports will indicate client demographic information, progress toward various program goals both monthly and year-to-date, and total project statistics against which statistics for services to the West Hollywood community can be measured. All agencies which receive \$50,000 or more in City funding will submit an annual certified audit.

Staff will conduct site visits on a regular basis at least quarterly, to meet with agency staff, review program files and provide technical assistance.

I10.16 - Staff will prepare a mid-year and year-end report of social services programming which combines analysis of agency program reports, client evaluations, site visit information, and includes an agency self-assessment.



Environmental Resources

California state law requires the preparation of two elements which address a city's environmental resources: the Conservation and Open Space Elements. Pertinent statutory requirements include the following:

GOVERNMENT CODE SECTION 65302(d): A conservation element for the conservation, development, and utilization of natural resources including water and its hydraulic force, forests, soils, rivers and other waters, harbors, fisheries, wildlife, minerals, and other natural resources. That portion of the conservation element including waters shall be developed in coordination with any County-wide water agency and with all district and City agencies which have developed, served, controlled, or conserved water for any purpose for the County or City for which the plan is prepared.

GOVERNMENT CODE SECTION 65302(e): An open-space element as provided in Article 10.5 (commencing with Section 65560).

GOVERNMENT CODE SECTION 655560: "Open-space land" is any parcel or area of land or water which is essentially unimproved and devoted to an open-space use as defined in this section, and which is designated on a local, regional or State open-space plan as any of the following: (1) Open space for the preservation of natural resources... (2) Open space used for the managed production of resources... (3) Open space for outdoor recreation... (4) Open space for public health and safety, including, but not limited to, areas which require special management or regulation because of hazardous or special conditions such as earthquake fault zones, unstable soil areas, flood plains, watersheds, areas presenting high fire risks, areas required for the protection of water quality and water reservoirs and areas required for the protection and enhancement of air quality.

As a built-urban environment, the city's natural resources are limited to its airshed and the energy and water which it consumes from outside sources and its open spaces includes its parks and developed open areas between buildings. This chapter addresses the natural resources which exist in the city. Open space parks and recreation areas have been addressed in the previous chapter and those associated with hazards are addressed in the next chapter.

An aerial photograph of a forest landscape. A river flows through the center of the image, and a lake is visible on the right side. The forest is dense and green, with some lighter-colored areas indicating cleared land or different types of vegetation.

Vegetation And Wildlife **11.0**

11.0 VEGETATION AND WILDLIFE



BACKGROUND DATA AND ANALYSES

The City of West Hollywood contains biological resources typical of urban areas of southern California. All significant original native chaparral and grassland vegetation has been removed from the area over the years., These and their associated wildlife have long since been replaced by ornamental plantings which include over 100 species of trees.

Only a few vacant parcels exist in the 12.9 square mile city. These lots are utilized by animals species which have adapted to highly disturbed areas. Typical species include the pocket gopher, starling, English house sparrow, common crow, mockingbird, house mouse, and domesticated dogs and cats.

GOALS, OBJECTIVES, AND POLICIES

The following presents the goals, objectives, and policies for vegetation and wildlife in the City of West Hollywood. Implementing programs are contained in the following subsection. At the end of each policy is listed a capital "I" and a number in parentheses which refers to the pertinent implementing program.

Goal

11A - Retain and enhance the landscape environment of the City of West Hollywood.

Objective

11.1 - Maintain existing significant vegetation on public and private properties throughout the city.

11.2 - Ensure that adequate landscaping is incorporated into development projects.

11.3 - Improve the landscape quality of the City's public open spaces.

Policies

11.1.1 - Retain and maintain the quality and health of existing landscape in the public open spaces (sidewalks, alleys, parks, civic and cultural facilities, and schools) and replace vegetation which is unhealthy or dead, ensuring that such actions are in accordance with the Public Open Space Urban Design policies (Section 2.0) (I11.1).

11.1.2 - Encourage property owners to maintain existing vegetation on developed sites and replace unhealthy or dead landscape (I11.6 and I11.7).

11.1.3 - Encourage developers to incorporate mature and specimen trees and other significant vegetation which may exist on a site into the design of a development project for that site (I11.4, I11.5, and I11.7).

11.2.1 - Require that new development incorporate adequate landscape in accordance with land use amenity policies (1.47.1-1.47.4) (I11.3, I11.5, and I11.7).

11.2.2 - Encourage the use of fruit-bearing trees and vegetable gardens in private development projects (I11.5 and I11.7).

11.3.1 - Provide for landscape improvements of the City's sidewalks, streets, civic facilities, and other public spaces in accordance with the Public Open Space Urban Design policies (Section 2.0) (I11.1 and I11.2).

11.3.2 - Provide for landscape improvements of the city's parks in accordance with the Parks and Recreation landscape policies (9.4.1, 9.4.3, and 9.4.4) (I11.1 and I11.2).



Sunset - La Cienega, Queens Rd.; 1927

IMPLEMENTATION PROGRAMS

The following lists the programs to implement the vegetation and wildlife policies contained in the preceding sub-section of the Plan. The capital "I" and number preceding each program are referenced by the policies which it implements..

Landscape Maintenance and Improvement

I11.1 - The City shall continue existing landscape maintenance and improvement programs for public rights-of-way, parks, and other City-owned properties. The effectiveness and value of these shall be monitored periodically and revisions implemented to account for any deficiencies and funding availability.

Landscape Plans and Standards

I11.2 - The City shall prepare landscape master plans for public open spaces and parks in accordance with Public Open Space Urban Design programs (Section 2.0) and Parks and Recreation landscape programs (Section 9.0).

I11.3 - The City shall review the Interim Zoning Ordinance and revise it as necessary to ensure that adequate landscape and irrigation systems are provided by all new development.

I11.4 - The City shall formulate a list of acceptable landscape for existing uses and new private development projects. This shall consider the types and species of existing landscape in residential neighborhoods and commercial districts which have demonstrated their ability to be adequately maintained and flourish in West Hollywood's environment and use of species which are smog- and drought-tolerant and require low maintenance and no pesticides.

Development Review

I11.5 - The City shall require that a survey of on-site vegetation be conducted for all projects subject to development review procedures to identify existing mature and specimen trees and other significant vegetation. This survey should be conducted by a qualified botanist or landscape architect. Where such landscape is identified, City staff shall work with the developer to determine the means by which such landscape may be integrated with the proposed project and preserved. Variance from the site development standards may be considered to preserve the vegetation if any adverse impacts of such a variance can be mitigated.

Code Enforcement

I11.6 - Code enforcement programs of the City shall be continued which require that property owners trim overgrown and remove dead vegetation which may constitute health and safety risks.

Public Information

111.7 - Information shall be provided by the City to developers, property owners, and tenants regarding landscape planting and maintenance. This may be accomplished by publications, cable television presentations, and public seminars and workshops.



An aerial photograph of a dense forest with a mix of green and brownish-yellow trees, suggesting some autumnal change or a specific type of woodland. A large, solid yellow rectangle is positioned in the lower half of the image, containing the text 'Air Quality 12.0'.

Air Quality 12.0

12.0 AIR QUALITY



BACKGROUND DATA AND ANALYSES

The City of West Hollywood's airshed is a part of the South Coast Air Basin, historically one of the most polluted in the nation. These conditions have generated some of the earliest and strictest controls on land use and vehicles.

The climate of the larger Los Angeles area is generally classified as "Mediterranean" in type; mild, sunny winters with occasional rain plus warm, dry summers. The Pacific Ocean is the primary moderating influence, but coastal mountain ranges lying along the north and east sides of the Los Angeles coastal basin act as a buffer against the extremes of summer heat and winter cold occurring in desert and plateau regions in the interior. An important and somewhat unusual aspect of the climate of the Los Angeles metropolitan area is the pronounced difference in temperature, cloudiness, fog, rain, and sunshine over fairly short distances. Over 80 percent of the City of West Hollywood's precipitation occurs between December and March and the average rainfall is 14.7 inches per year. Typically, winter low temperatures range from 40 to 50°F and maximum summer temperatures only rarely exceed 100°F. Northeasterly winds and sea land breezes are prevalent in the County with Santa Ana winds intermittent from mid-October to March.

The broad Los Angeles area is subject to inversion layers which strongly affect regional air quality. An inversion is a reversal of the usual temperature distribution in the atmosphere where temperature normally decreases with height. Because of relatively cool surface air temperatures (the effect of an upswelling of cool ocean water at the coast) and warm, dry subsiding air aloft, inversions (temperature increased with height), occur about 90 percent of the days in the early morning hours in the greater Los Angeles area. It is these inversions and Los Angeles' frequent occasions of low wind speeds that cause air pollutants emitted into the surface air layer to increase in concentration resulting in photo-chemical smog episodes.

The South Coast Air Basin has been designated as a non-attainment area which is defined as an area not expected to be able to meet National Ambient Air Quality Standards (NAAQS) by 1987. Consequently, the SCAQMD and Southern California Association of Governments (SCAG) are in the process of updating the Air Quality Management Plan (AQMP, 1982) which specifies ways to meet State and Federal standards.

Both the State of California and Federal Government maintain standards for various pollutants that contribute to air quality degradation. West Hollywood's air quality can best be understood by the readings taken at the North Main Street monitoring station (Number 87). This station has consistently registered values above the State and Federal standards for the various pollutants listed above. Table 1 lists the violations of State air quality while Table 2 lists violations of Federal standards. In addition, the number of ozone episodes for this area are listed in Table 3.



Poinsettia playground section north of Waring between La Brea & Sierra Bonita; 1928

TABLE 1

Violations of State Standards - Annual Maximum Hourly Averages
Station #087 - Los Angeles North Main

	<u>O3</u> <u>Days</u> ³	<u>CO</u> ¹ <u>Days</u>	<u>SO2</u> ² <u>Days</u>	<u>NO2</u> <u>Days</u>
1983	114/178/192 ⁴	0/9/10	0/0/0	5/12/12
1984	114/196/209	0/16/17	0/1/1	0/12/12
1985	107/212/218	0/17/18	0/0/0	3/9/9

TABLE 2

Violations of Federal Air Quality Standards

	<u>O3</u> ⁵	<u>CO</u> ⁶
1983	69/146/153 ⁷	10/60/61
1984	53/153/175	2/74/77
1985	56/171/174	2/57/59

TABLE 3

Ozone Episode Levels
(Measured in Days)

	<u>Stage 1</u> ⁸	<u>Stage 2</u> ⁹
1983	12/85/87 ¹⁰	0/4/4
1984	8/85/97	0/0/0
1985	9/84/94	0/6/8

Sources: California Air Resources Board, 1984, Summary of 1983 Air Quality Data.
California Air Resources Board, 1985, Summary of 1984 Air Quality Data.
California Air Resources Board, 1986, Summary of 1985 Air Quality Data.

1. All violations are of the one-hour standard.
2. All violations and maximum are of the 24-hour standard. The one-hour standard was not violated.
3. Number of days violating State standard.
4. Recording for station/recording for County/recording for Basin.
5. Based on Federal standard (one-hour average 0.12 ppm).
6. Based on Federal standard (CO 8-hour average 9.0 ppm).
7. Recording for Reseda station/recording for County/recording for Basin.
8. Hourly average of .20 ppm.
9. Hourly average of .35 ppm.
10. Recording for Reseda station/recording for County/recording for Basin.

GOALS, OBJECTIVES, AND POLICIES

Planning for compliance with the Federal air quality standards has been assigned to the Southern California Association of Governments (SCAG) and the SCAQMD who jointly prepare the Air Quality Management Plan (AQMP) for the South Coast Air Basin. The AQMP focuses on all air pollutants for which there are Federal or State standards. Among the actions recommended in the AQMP are policies and programs which localities can undertake to help improve air quality. Local jurisdictions are encouraged to incorporate these policies in their General Plans, and to adopt supplementary policies as appropriate.

The following presents the goals, objectives, and policies for air quality in the City of West Hollywood. Implementing programs are contained in the following sub-section. At the end of each policy is listed a capital "I" and number in parentheses which refers to the pertinent implementing program.

Goal

Promote air quality that is compatible with health, well being, and enjoyment of life by controlling point sources and minimizing vehicular trips to reduce air pollutants.

Objective

12.1 - Continue working towards the attainment of ozone, nitrogen dioxide, carbon monoxide, and sulfate standards as enforced by the South Coast Air Quality Management District.

Policies

12.1.1 - Cooperate with the South Coast Air Quality Management District and incorporate the provisions of the Air Quality Management Plan in the project review procedures (I12.1 and I12.2).

12.1.2 - Preclude the development of land uses and land use practices which would contribute significantly to air quality degradation (I12.1).

12.1.3 - Establish controls and monitor uses in the city which contain operations or materials characterized by air pollutants which individually or cumulatively could significantly add to the air basin's degradation (e.g., furniture manufacturers using paints and finishes, automobile repair, printing, and reproduction, and dry cleaners) (I12.1).

Objective

12.2 - Reduce the amount of vehicular emissions in West Hollywood.

12.1.4 - Require dust abatement measures during grading and construction operations (I12.1).

Policies

12.2.1 - Establish a transportation system management program to encourage the use of mass transit, car pooling, and other transportation options to reduce vehicular miles traveled (I12.1, I12.3, and I12.5).

12.2.2 - Investigate the feasibility of using automobiles and other vehicles which use methanol or other clean-burning energy sources for the City's fleet of vehicles (I12.6).

12.2.3 - Require priority parking areas for car poolers in projects with relatively large numbers of employees to reduce vehicle miles traveled and improve air quality (I12.1 and I12.5).

12.2.4 - Cooperate with the Rapid Transit District to provide a comprehensive mass transit system for the city and require new development to provide related improvements, such as bus stop shelters and turnouts (I12.1 and I12.4).

12.2.5 - Encourage walking for short distance trips through the creation of "pedestrian-friendly" sidewalks and street crossings (I12.1).

12.2.6 - Promote a pattern of land uses which locates residential uses in close proximity to employment and commercial services to minimize vehicular travel (I12.1).

12.2.7 - Provide, to the extent possible, local job opportunities and commercial services (I12.1).

12.2.8 - Provide opportunities for the development of residential units in concert with commercial uses (I12.1).

12.2.9 - Disperse urban service centers (libraries, post offices, social services, etc.) to minimize vehicle miles traveled and concomitant air pollutants (I12.1).

Objective

12.3 - Encourage and participate in regional initiatives and programs to improve the South Coast Air Basin's air quality.

Policy

12.3.1 - Work with other local cities in the South Coast Air Basin to determine and implement regional mechanisms to reduce air emissions and improve air quality; including use of public transit providing for intercity linkages, travel demand management programs, provision of jobs-housing balance, control of polluting industries, and such techniques (I12.7).

IMPLEMENTATION PROGRAMS

The following lists the programs to implement the education and cultural policies contained in the preceding sub-section of the Plan. The capital "I" and numbers preceding each program are referenced by the policies which it implements..

Zoning Ordinance

I12.1 - Incorporate the following in the City's Zoning Ordinance.

- a. standards and requirements established under the transportation system management program (refer to Section 5.0, Circulation).
- b. provisions of the Air Quality Management Plan
- c. prohibition of land uses which would contribute significantly to air quality degradation (e.g., heavy manufacturing)
- d. limitation of intrusions into the pedestrian right-of-way
- e. provision for the development of residential uses in close proximity to employment and commercial services

Air Emission Mitigation

I12.2 - The City shall structure a program to involve City businesses in providing car- and van-pools and other transportation systems management techniques (refer to Section 5.0, Circulation).

I12.3 - Coordinate local transit improvements with the provider of regional systems.

I12.4 - Adopt and implement a Transportation Systems Management and Transportation Demand Management ordinance which mandates the use by employers of car pools, van pools, staggered work hours, and other techniques to reduce the number and peak hours of trips generated and resultant air emissions.

I12.5 - Conduct a study to determine the feasibility of the City's use of vehicles (automobiles, vans, trucks, etc.) which are powered by engines using methanol or other alternative clean-burning energy source. To the extent determined to be practical, the City's fleet should be replaced by such non-polluting vehicles, as they are normally retired.

Inter-Agency Coordination

I12.6 - The City shall meet at least once a year with representatives of the South Coast Air Quality Management District to review Federal and State requirements and the AQMP, and identify means by which the City can participate to improve air quality.

I12.7 - Establish a regular schedule of meetings with the Cities of Los Angeles, Beverly Hills, Culver City, Santa Monica, and other nearby municipalities and South Coast Air Quality Management District to discuss and implement regional actions which can be mutually pursued to reduce local air emissions from stationary and mobile sources. A comprehensive range of options should be considered including, but not limited to, the following:

- a. supplementing existing public transit opportunities with additional routes and/or frequency to facilitate intercity travel (see I4 above)
- b. providing local subsidies or other incentives to encourage the use of public transit
- c. implementing sub-regional transportation demand management programs
- d. designating areas for and promoting uses which contribute additional job opportunities for residents in the City
- e. restricting the development of uses which degrade the air quality



Energy And Water Conservation **13.0**

13.0 ENERGY AND WATER CONSERVATION



BACKGROUND DATA AND ANALYSES

All traditional energy resources consumed by land uses of the City are imported. There are no wells producing oil or natural gas, coal deposits, refineries and processing facilities, or generating stations within the City of West Hollywood. Natural gas is imported by the Southern California Gas Company from its interstate system. Electrical energy is accessed by transmission and distribution lines from the Fairfax substation, owned by Southern California Edison Company, located on Orange Grove Avenue south of Santa Monica Boulevard.

As has been clearly demonstrated in recent years, these non-renewable sources of energy are extremely limited, and have been wastefully consumed. Sprawling urban development which necessitates extensive automotive travel consumes vast quantities of oil and gasoline. Structures with large areas of exposed glass require extensive air conditioning in the summer and heating in the winter.

GOALS, OBJECTIVES, AND POLICIES

The following presents the goals, objectives, and policies for energy and water conservation in the City of West Hollywood. Implementing programs are contained in the following subsection. At the end of each policy is listed a capital "I" and number parentheses which refers to the pertinent implementing program.

Goal

Ensure the optimal use of scarce energy and water resources.

Objective

13.1 - Promote the conservation of energy and water in the City of West Hollywood.

Policies

13.1.1 - Encourage the incorporation of water and energy conservation features in the design of all new construction and site development and the installation of conservation devices in existing developments; including but not limited to thermal insulation, water-tight plumbing, low-flow toilets, shower resisters, sealed gas lines, double pane glass and other similar techniques (I13.3, I13.4, and I13.6).

13.1.2 - Encourage energy audits of existing structures, identifying levels of existing energy uses and potential conservation measures (I13.6 and I13.8).

13.1.3 - Provide incentives for the installation of energy conservation measures in existing buildings characterized by a high level of energy consumption, including technical assistance and possible low-interest loans (I13.6 and I13.8, and I13.17).

13.1.4 - Encourage the use of passive design concepts which make use of the natural climate to increase energy efficiency (I13.1, I13.3, I13.5, and I13.6).

13.1.5 - Require that new construction not preclude the use of solar energy systems by uses and buildings on adjacent properties (I13.1).

13.1.6 - Evaluate the feasibility of using solar collectors on public buildings and providing incentives to landlords and developers to install solar collectors within prescribed height limitations (I13.13).

13.1.7 - Consider and encourage the formulation of an ordinance to guarantee maximum solar access for all uses in the City (I13.2).

13.1.8 - Consider the establishment of a rebate program for the replacement of aging, leaking, and/or inefficient plumbing with more efficient, water-saving plumbing (I13.14 and I13.17).

13.1.9 - Educate the public regarding the need for energy conservation, techniques which can be employed, and systems which are available (I3.6).

13.1.10 - Require that new City buildings be energy efficient (I13.7).

13.1.11 - Establish a community recycling program to encourage the reuse of newspapers, cans, bottles and other recyclable materials (I13.9, I13.10).

13.1.12 - Cooperate with adjacent municipalities to consider undertaking and operating solid waste recycling programs (I13.11).

13.1.13 - Evaluate the feasibility of the channelization of unutilized water from areas in the City with high water tables and artesian flows to irrigate public property, as well as for other public-oriented uses (I13.15).

13.1.14 - Examine the feasibility of participating in a regional waste water recycling program (I13.12 and I13.17).

13.1.15 - Work with other cities and the League of California Cities to develop a strong State-wide water conservation policy which involves agricultural as well as urban uses (I13.16).

IMPLEMENTATION PROGRAMS

The following lists the programs to implement the energy and water policies contained in the preceding sub-section of the Plan. The capital "I" and numbers preceding each program are referenced by the policies which it implements..

Codes and Ordinances

I13.1 - Incorporate the following in the City's zoning ordinance:

- a. Guidelines and standards for new development which minimize the impact of shade and shadows on neighboring properties, and incorporate these into the design review process.
- b. Requirements for the use of drought-resistant and low-water using plant species in site landscape.
- c. Requirements for new uses which consume very high levels of water and/or energy to be evaluated according to the means by which these levels can be reduced and, if not possible, their benefit to the city as an appropriate use (including public review).

I13.2 - Conduct a study to determine the appropriateness and feasibility of incorporating within the zoning ordinance or as a separate ordinance standards to ensure solar access for existing and future uses in the city. This should consider the definition of possible solar envelopes, as a function of building height, bulk, and siting/orientation.

I13.3 - Incorporate, at a minimum, the following requirements in the City's Building Code:

- a. State requirements for the use of energy-efficient fixtures and energy saving design elements in new construction (Government Code Section 66473.1)
- b. Inclusion of openable windows in all new construction, unless sealing is required for safety or other purposes considered acceptable by the City
- c. Installation of specified energy conservation elements on transfer of ownership of an existing building

I13.4 - Prepare an approved plant list of drought-tolerant and low-water using species for distribution to designers of project landscape plans.

I13.5 - Allow for the use of alternative energy systems provided that they meet all public safety, health, and welfare requirements and are proven to be reliable. If necessary, back-up systems should be required.

Public Education

I13.6 - Working through the City's Public Information Office, establish public education programs to promote energy conservation.

Energy Audits

I13.7 - Conduct energy audits on all City buildings and incorporate measures to increase their energy efficiency.

I13.8 - Cooperate with Southern California Edison, the Southern California Gas Company, and local water purveyors to initiate and facilitate programs for energy and water audits of existing structures. These should define the current levels of use, compare these to current standards for similar types of structures, and prescribe corrective methods to improve conservation. The City should initiate programs which facilitate the retrofitting of existing building and required improvements. These may include technical assistance and low-interest loans to property owners.

Waste and Recycling

I13.9 - Conduct a feasibility study for the establishment of a community recycling program. If appropriate, the City should allocate funds or work with other agencies or private groups to undertake such a program.

I13.10 - Conduct studies to determine the feasibility of consolidating trash collection and disposal by use of a single franchise and separation of trash materials by source type in order to promote recycling.

I13.11 - Conduct meetings with the City of Los Angeles, City of Beverly Hills, and other nearby municipalities to determine the feasibility of solid waste recycling programs. Implement those determined to be feasible.

I13.12 - Coordinate with regional planning associations, such as SCAG, studies to examine the feasibility of participating in a regional waste water recycling program.

Solar Energy

I13.13 - Conduct a study of the feasibility of retrofitting existing buildings with and inclusion in the proposed civic center buildings of solar energy systems.

Water Conservation

I13.14 - Coordinate with the water agencies serving West Hollywood possible rebate programs for property owners who upgrade defective plumbing.

I13.15 - Conduct a study which evaluates the feasibility of capturing, storing, distributing, and using for landscape irrigation or other purposes, groundwater which is currently flowing into the city's streets or near the surface.

I13.16 - Participate with other cities and the State of California in programs to develop state-wide water conservation policy which involves agricultural and urban uses. City codes and ordinances should be periodically renewed and revised, as necessary, to reflect such policy and available "state-of-the-art" conservation technologies.

Funding

I13.17 - Solicit state and federal funds to implement the City's energy and water conservation programs as such revenue is available.



Hazards

14.0 SEISMIC



STATUTORY REQUIREMENTS

California State law [Government Code Section 65302(i)] requires that each city prepare and adopt a Safety Element as follows:

A safety element for the protection of the community from fires and geologic hazards including features necessary for such protection as evacuation routes, peak load water supply requirements, minimum road widths, clearances around structures, and geologic hazard mapping in areas of known geologic hazards.

Seismic safety, formerly a separate element, is now required to be addressed in the Safety Element. The State requirements for seismic safety are as follows:

A seismic safety element consisting of an identification and appraisal of seismic hazards such as susceptibility to surface ruptures from faulting, to ground shaking, to ground failures, or to effects of seismically induced waves such as tsunamis and seiches.

The seismic safety element shall also include an appraisal of mudslides, landslides, and slope stability as necessary geologic hazards that must be considered simultaneously with other hazards such as possible surface ruptures from faulting, ground shaking, ground failure and seismically induced waves.

The State guidelines for development of seismic safety are currently being revised, and the new guidelines were not available at press time. The most recent guidelines indicate:

The seismic safety element aims at reducing death, injuries, damage to property, and economic and social dislocation resulting from earthquakes and other geologic hazards. The seismic safety element is primarily a vehicle for identifying hazards that must be considered in planning the location, type, and density of development. It must address each of the relevant seismic and geologic hazards listed in Government Code Section 65302(f) and should address related matters, including structural hazards, possible inundation from a dam failure, and plans and programs for emergency response.

The policies and proposals of the seismic safety element should be closely coordinated with those of the land use, open-space, and safety elements.

BACKGROUND DATA AND ANALYSES

A. STRONG GROUND SHAKING

The West Hollywood area is susceptible to strong ground shaking from a number of seismic sources in the region (as listed in Table 4). Six active or potentially active faults located within seven miles of the city have a potential for producing earthquakes of magnitude 6.5 or greater. The average peak acceleration of strong ground motion from possible earthquakes on these faults ranges from ground motion from possible earthquakes on these faults ranges from 0.3 to 0.5g, and may reach .7g in some instances. These accelerations are higher than is generally assumed in most local building codes. It is evident that the potential for strong ground motion in the city is higher than for many other communities in southern California.

Revisions proposed for the 1988 Uniform Building Code, based on the recommendations of the Structural Engineers Association of California, would substantially upgrade the level of ground motion used in the seismic design of buildings in southern California, add site amplification factors based on local soils conditions; and substantially improve the way ground motion is applied in detailed design.

Under these provisions, the site amplification factors for soil types common in West Hollywood would indicate design accelerations at least 20 to 50 percent above those used for bedrock sites.

B. FAULTING

Two potentially active faults lie within the jurisdictional boundaries of the City of West Hollywood: the Santa Monica and Hollywood faults. It is not currently known whether there has been movement on these faults within Holocene time (the past 11,000 years), however, they do exhibit Late Quaternary displacement (within the last 750,000 years) and are recognized as potential hazards. The evidence of recent movement is not likely to be as well preserved on these thrust faults as it is on strike-slip faults such as the San Andreas, and the lack of conclusive evidence should not be interpreted as a sign that the fault is not active.

Fault Precaution Zones for each fault are designated in Figure 5. The faults are not currently included in Alquist-Priolo Fault Study Zones as designated by the California Division of Mines and Geology.

Damage from fault rupture is very difficult to mitigate through structural design alone. Careful studies are needed before subdivision and site plans are prepared, to allow the incorporation of setbacks from any recent traces of the fault.

C. LIQUEFACTION

When an earthquake produces repeated pulses of strong ground motion, liquefaction can occur in areas of high ground water and loose, granular sediments. Significant areas of West Hollywood have young alluvial deposits and high ground water conditions, and may, therefore, be susceptible to liquefaction and related damage to buildings, utilities and other facilities in an earthquake.

Figure 5 shows generalized zones of liquefaction susceptibility within the City. However, not all soil types are susceptible to liquefaction, and site-specific studies are necessary to evaluate the potential for liquefaction at any given building site. For new construction, most liquefaction problems can be resolved by proper identification of the problem and appropriate foundation design.

TABLE 4Potential Ground Motion from Significant Faults in Region¹

<u>Fault</u>	<u>Distance (miles)</u>	<u>Maximum Estim. EQ.</u>		<u>Probable Earthquake</u>	
		<u>Magnitude</u>	<u>Accel.(g)</u>	<u>Magnitude</u>	<u>Accel.(g)²</u>
Hollywood-Raymond	0-1	7	.5	6.5	.45
Santa Monica	0-1	7	.6	6.5	.5
Benedict Cyn.	2-3	6.5	.4	6.0	.3
Newport-Inglewood	3-4	7	.4	6.5	.35
Verdugo	6	6.5	.3	6.0	.25
Malibu Coast-Portrero Cyn.	7	7	.35	6.5	.3
San Fernando-Sierra Madre	12	7	.2	6.5	.25
San Andreas	35	8+	.15	8+	.15

1. Peak acceleration for the randomly-oriented horizontal component, after Joyner and Boore, 1981.

2. Accelerations rounded to nearest 0.5g; magnitudes rounded to nearest 0.5 magnitude.

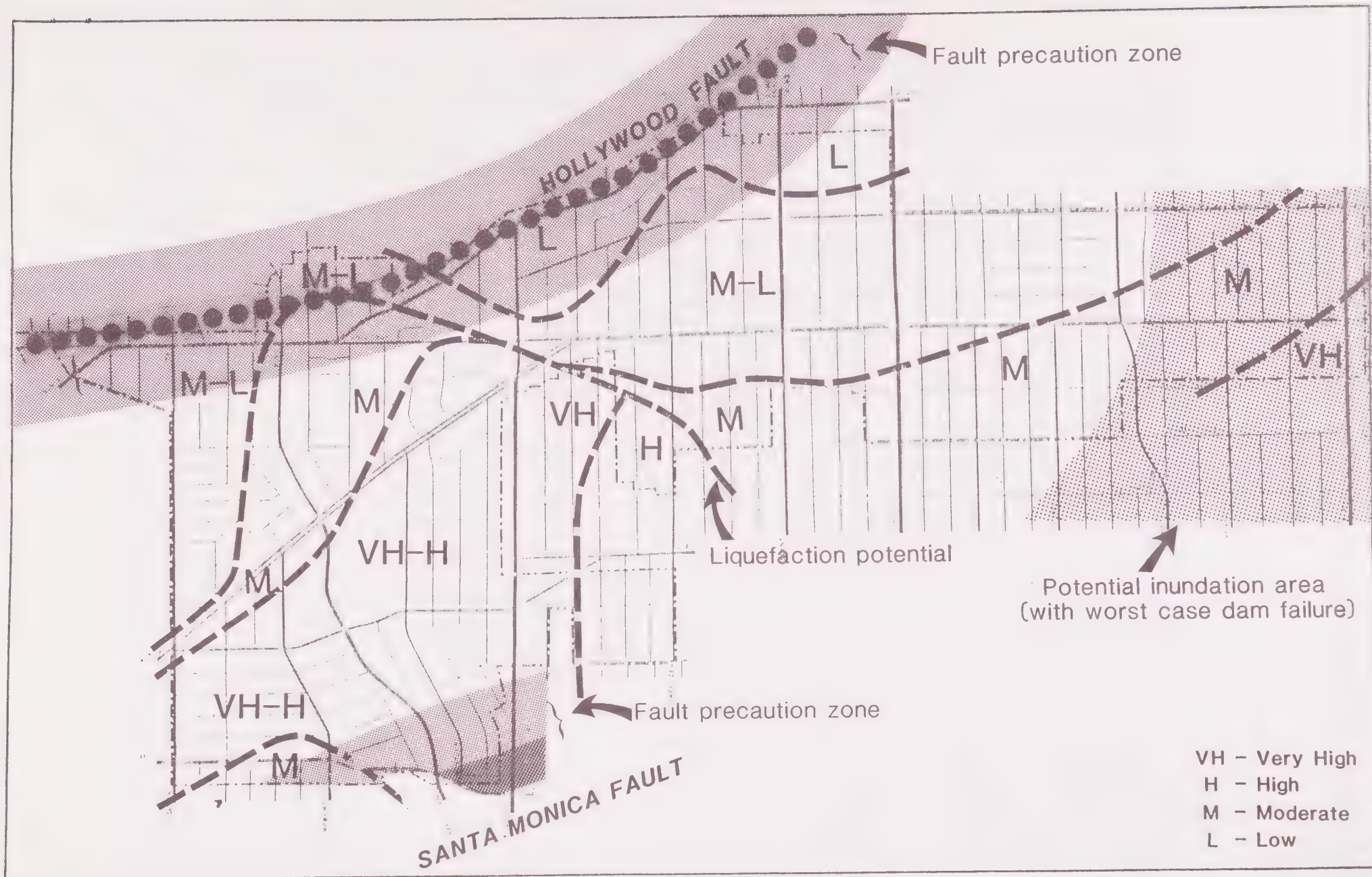


Figure
5

COMPOSITE SEISMIC HAZARDS

The depth to ground water can change both seasonally and over the span of several years, and longer-term data on ground water levels is needed for a more accurate perspective on liquefaction potential within the city.

D. HAZARDOUS BUILDINGS

Over 100 unreinforced masonry buildings in the City of West Hollywood were built before the first seismic codes were instituted in 1934. These have historically posed the greatest threat to life in an earthquake. These buildings generally house commercial uses along Santa Monica Boulevard, as well as some residential and commercial uses scattered in other parts of the city. SB 547, enacted in 1986, requires local jurisdictions to develop structural hazard reduction programs for such buildings by January 1, 1990.

Other building types that may pose substantial hazards in an earthquake include: precast concrete tilt-up buildings, and predominantly multi-story buildings of non-ductile concrete frame and composite precast concrete construction types.

E. CRITICAL, SENSITIVE, AND HIGH-OCCUPANCY FACILITIES

Some facilities pose a greater degree of importance or risk to the public, and may warrant special standards for a variety of reasons. Three general categories of facilities pertinent to West Hollywood are distinguished for policy purposes:

“Critical facilities” are those facilities whose continued functioning is necessary to maintain public health and safety following a disaster, and facilities where damage or failure could pose hazards to life and property well beyond their immediate vicinity.

“Sensitive facilities” include facilities used for the manufacture, storage or sale of hazardous materials, as well as socially significant facilities such as schools, nursing homes, and housing for the elderly, handicapped or mentally ill, etc.

“High-occupancy facilities” are public or private structures for housing or assembly of large populations.

The siting and design of hospitals and public schools falls under the approval authority of the Office of the State Architect, which enforces the State’s strong seismic codes for those facilities. The specifications and enforcement of seismic standards for other uses is the responsibility of the city.

F. INUNDATION FROM DAM FAILURE

The potential inundation area below the Mulholland Dam includes the eastern-most part of the city. In the unlikely event of damage to the dam, evacuation of this area may be necessary. Sudden inundation of this area is a fairly remote possibility.

G. EMERGENCY PREPAREDNESS

Effective implementation of seismic policies will help reduce the magnitude of damage in an earthquake, but a variety of damage should still be anticipated. Effective response to a disaster or to a warning of disaster is essential to life saving and the reduction of subsequent property damage and social dislocation.

The emergency response capability within the city is geared primarily to non-disaster incidents, and police and fire capabilities will be overwhelmed in a large disaster.

In a major earthquake, mutual aid sources in adjacent jurisdictions are likely to be fully committed to their own needs, and there may be substantial delays in the request and transport of assistance from more distant locations. Access to and egress from the city is likely to be inhibited by earthquake damage and related congestion and accidents.

Effective disaster preparedness will require the concerted efforts of city agencies, residents and the business community. Not only must effective plans and procedures be in effect, but those plans should be tested and improved through frequent disaster exercises.

H. PLANNING FOR POST-DISASTER RECOVERY

The city's ultimate post-earthquake survival will depend not only on the effectiveness of hazard mitigation and disaster response programs, but also on how quickly and how well the city is rebuilt after a major earthquake. Without preplanning, effective programs and options for rapid reconstruction will not be responsible in the immediate aftermath of an earthquake.

A damaging earthquake presents both problems and opportunities in urban land-use management. For example, if there are larger areas of substantial damage, there may be need for short-term redevelopment. This would also provide opportunities for upgrading of the city through such measures as revised street and traffic patterns, parking, architectural and landscape design, and general land-use compatibility. It would also provide an opportunity to mitigate specific earthquake hazards discovered in the earthquake.

OVERVIEW OF SEISMIC SAFETY POLICIES

The City's policies and programs for seismic safety are designed to reduce death, injuries, damage to property and economic and social dislocation that could result from earthquakes and related geologic hazards, as well as to enhance the preparedness of City agencies and the community in general to survive, respond to, and recover from a major earthquake.

Effective implementation of seismic policies requires a continuing awareness and expanding knowledge of the seismic hazards affecting the city; strong, enforceable seismic standards for the siting, design and review of proposed development; and progressive city-wide programs for disaster preparedness and recovery planning.

Because of the high density of existing development in the area, the use of open space and very low-density designations for high hazard areas is not practical. Site-specific investigation of geologic and soils conditions are the primary means of hazard evaluation and an important basis for effective mitigation through the planning and design of individual development projects.

Data collected for an individual development site does not necessarily provide a complete picture of the geologic hazards affecting the site. A broader data base of geologic and soils information, derived from a variety of development and excavation projects, would provide consultants and reviewers with a broader perspective and significant insights on potential development hazards.



GOALS, OBJECTIVES, AND POLICIES

The following presents the goals, objectives, and policies for seismic safety in the City of West Hollywood. Implementing programs are contained in the following subsection. At the end of each policy is listed a capital "I" and number parentheses which refers to the pertinent implementing program.

Goals

14C - Substantially reduce the level of death, injury, property damage, economic and social dislocation and disruption of vital services that would result from earthquake damage.

14B - Ensure the availability and effective response of emergency services following an earthquake.

14C - Prepare the city for effective response to, and rapid, beneficial recovery from, an earthquake.

A. ISSUE ONE: CRITICAL, SENSITIVE AND HIGH-OCCUPANCY FACILITIES

Objective

14.1 - Ensure the continued functioning of essential facilities following a disaster; prevent loss of life from the failure of critical and sensitive facilities in an earthquake; and help prevent major problems for post-disaster response, such as difficult or hazardous evacuations or rescue, large numbers of injuries, and major clean-up or decontamination of hazardous materials.

Policies

14.1.1 - Require that earthquake survival and efficient post-disaster functioning be a primary concern in the siting, design and construction standards for essential facilities (I14.1, I14.2, I14.5, I14.6, I14.7, I14.13, I14.14, I14.15, I14.29, I14.32, and I14.38).

14.1.2 - Require that proposed Critical, Sensitive, and High-Occupancy facilities come under careful standards of seismic review prior to any approvals, including detailed site investigations for faulting, liquefaction and ground motion characteristics, and application of the most current professional standards for seismic design (I14.1 through I14.4, I14.6, I14.7, I14.28, I14.31, I14.32, I14.36, I14.38, and I14.39).

14.1.3 - Prohibit the location of new Critical Facilities in proximity to active or potentially active faults. For this purpose, the fault precaution zone shall constitute proximity until and unless a substantial body of information is available for definitive location of fault traces (I14.1, I14.2, I14.3, I14.7, I14.31, I14.32).

14.1.4 - Prohibit the location of new Sensitive and High-Occupancy facilities within 100 feet of an active or potentially active fault, or require compensating design characteristics where fault identification is not feasible (I14.1, I14.4, I14.7, I14.31 and I14.32).

14.1.5 - Require that Critical and Sensitive Facilities proposed for a potential inundation area below a dam meet specific standards for hazard mitigation, access, and continued safe functioning in the event of evacuation or inundation, and that High-Occupancy Facilities be located outside, or at the periphery of, the potential dam inundation area, and designed for rapid notification to the facility and effective evacuation from the area (I14.1, I14.6, I14.7, I14.31, I14.32, and I14.35).

14.1.6 - Avoid the placement of Critical and Sensitive Facilities in or near potential liquefaction areas if continuous road access or uninterrupted utility service is needed following an earthquake (I14.1, I14.5, I14.7, I14.13, and I14.15).

14.1.7 - Require that existing Critical and Sensitive Facilities with significant seismic vulnerabilities be upgraded, relocated or phased out as appropriate (I14.13, I14.15, I14.16, and I14.17).

14.1.8 - Incorporate planning for potential incidents affecting Critical, Sensitive and High-Occupancy Facilities into the City's contingency plans for disaster response and recovery (I14.13, I14.15).

14.1.9 - Require all Critical, Sensitive, and High-Occupancy Facilities located in areas of potential hazards to maintain emergency response plans, with contingencies for all appropriate hazards (I14.7, I14.14, I14.43, I14.45, and I14.48).

B. ISSUE TWO: HAZARDOUS BUILDINGS

Objective

14.2 - Prevent the loss of life, serious injuries, and major social and economic disruption caused by the collapse of or severe damage to vulnerable buildings in an earthquake.

Policies

14.2.1 - Adopt a program for the orderly and effective upgrading of seismically hazardous buildings in the City of West Hollywood for the protection of health and safety. Compliance with SB547 shall include the enactment of an effective program for seismic upgrading of unreinforced masonry buildings within the city (14.13, 14.15, I14.16, I14.17, I14.19, I14.20, and I14.21).

14.2.2 - Develop procedures for seismic review of other potentially, hazardous buildings at appropriate points in the buildings' histories (I14.22, I14.23, I14.54, and I14.56, and I14.57).

14.2.3 - Promote seismic upgrading of older residential and commercial structures as part of community redevelopment and housing rehabilitation programs (I14.23 and I14.25).

C. ISSUE THREE: STRONG GROUND MOTION

Objective

14.3 - Protect health and life safety from the adverse effects of strong ground motion, through the implementation of effective standards for seismic design of structures in the City of West Hollywood, consistent with the state-of-the-art, and reduce the level of potential property damage from strong ground motion, thereby facilitating rapid physical and economic recovery following an earthquake.

Policy

14.3.1 - Adopt and maintain high standards for seismic performance of buildings, through prompt adoption and careful enforcement of the best available standards for seismic design (I14.1 through I14.4, I14.6, I14.22, I14.23, I14.28 through I14.34, I14.36, I14.38, and I14.39).

D. ISSUE FOUR: FAULT RUPTURE

Objective

14.4 - Protect life safety, substantially reduce the damage from fault rupture, and help ensure orderly evacuation of building occupants following an earthquake.

Policies

14.4.1 - Relate land use regulations regarding potentially active faults to the importance or criticality of the use, size of the facility, and relative ease of evacuation of occupants if the building is damaged by fault rupture (I14.1, I14.3, I14.4, I14.7, I14.13, I14.15, and I14.36).

14.4.2 - Promote the collection of relevant data on fault location and history of fault displacement, as a basis for future refinement of fault zone policies (I14.2., I14.32, I14.34, I14.35, I14.36 and I14.37).

E. ISSUE FIVE: LIQUEFACTION

Objective

14.5 - Protect life safety and essential lifelines; reduce the potential for property damage from liquefaction; and promote the collection of more complete information on liquefaction susceptibility throughout the City.

Policies

14.5.1 - Determine the liquefaction potential at a site prior to development, and require that specific measures be taken, as necessary, to prevent or reduce damage in an earthquake (I14.1, I14.2, I14.7, I14.13, I14.15, and I14.36).

14.5.2 - Relate land use regulations regarding potential liquefaction zones to the importance or criticality of the use, size of the facility, and relative ease of evacuation of occupants if the building is damaged by ground failure due to liquefaction (I14.2, I14.32, I14.34, I14.35, I14.36 and I14.37).

14.5.3 - Promote the collection of relevant data on groundwater levels and liquefaction susceptibility, as a basis for future refinement of liquefaction policies or procedures (I14.2, I14.13, I14.27, I14.32, I14.34, I14.35, I14.39).

14.5.4 - Include potential damage to essential lifelines in liquefaction mitigation programs (I14.13, I14.15, I14.26, and I14.38).

14.5.5 - Develop a means of reducing the liquefaction potential of existing facilities (I14.13, I14.15, I14.36, and I14.38).

F. ISSUE SIX: DAM FAILURE EVACUATION AREAS

Objective

14.6 - Protect Critical Facilities from damage, loss of function or inaccessibility in the event of damage to the dam; protect sensitive facilities from detrimental consequences of inundation; and help ensure the rapid and orderly evacuation of populations in the potential inundation area, if necessary.

Policies

14.6.1 - Prohibit location of new Critical Facilities within the potential inundation area below a dam (I14.1, I14.6, and I14.7).

14.6.2 - Avoid the development of Sensitive and High-Occupancy uses within the potential inundation area below a dam. Any exceptions, and any expansion of Critical Facilities, shall require discretionary approval by the Planning Commission and shall be granted only where the use is not in conflict with Objectives 14.1, 14.6, and 14.7 (I14.6, I14.7, I14.8, and I14.43).

14.6.3 - Require that zoning, street planning, and other land use decisions be consistent with the need for efficient and orderly evacuation capabilities for the potential inundation area (I14.7 and I14.8).

14.6.4 - Ensure that emergency preparedness plans and procedures provide for the efficient and orderly notification and evacuation of potential inundation areas below Mulholland dam (I14.14, I14.40, I14.42, I14.43, I14.45, I14.47, and I14.48).

G. ISSUE SEVEN: EMERGENCY PREPAREDNESS

Objective

14.7 - Provide effective response in a disaster, for life-saving and the curtailment of property damage and social dislocation; enhance emergency preparedness through community education and self-help programs; and prevent serious damage and injuries through effective hazard mitigation.

Policies

14.7.1 - Ensure that emergency preparedness is the mutual responsibility of City agencies, city residents and the business community (I14.11, and I14.40 through I14.48).

14.7.2 - Incorporate three emphases to the City's emergency preparedness program; hazard mitigation, disaster response and self-sufficiency/mutual support of residents, business and industry (all programs).

14.7.3 - Exercise and upgrade the City's disaster response plans at least annually, conduct periodic tests of their practicality and effectiveness, and involve residents and businesses in the Plan's preparation and testing (I14.40, I14.41, I14.42, I14.43, I14.44, I14.45, I14.46, and I14.48).

14.7.4 - Prepare and disseminate to residents and business persons information regarding seismic risks affecting the City of West Hollywood, measures to protect life and property before and during an earthquake, and emergency procedures to follow after an earthquake (I14.47).

H. ISSUE EIGHT: POST-DISASTER RECONSTRUCTION

Objective

14.8 - Plan for and facilitate the rapid and effective recovery of the city following an earthquake; prevent the recurrence of specific problems and hazards encountered during an earthquake; and plan for alternative sources of financing of damage and reconstruction.

Policies

14.8.1 - Develop programs, options, and procedures to promote the rapid reconstruction of the city following an earthquake, and to facilitate a specific upgrading of the community environment, as opportunities allow (I14.51, I14.52, I14.53, I14.54, I14.55, and I14.57).

14.8.2 - Establish the mitigation of earthquake hazards as a high priority for City programs, both before and after an earthquake (I14.1, I14.3, I14.4, I14.6, I14.8, I14.10, I14.13, I14.15, I14.19, I14.20, I14.22 through I14.30, I14.32, I14.33, I14.34, I14.36 through I14.39, I14.46, I14.49, I14.51, I14.52, I14.54, I14.55, I14.56, and I14.57).



North of Sunset & Crescent Heights; 1936

IMPLEMENTATION PROGRAMS

The following lists the programs to implement the seismic safety policies contained in the preceding sub-section of the Plan. The capital "I" and number preceding each program are referenced by the policies which it implements.

Zoning and Building Codes

I14.1 - The building and zoning codes shall be amended to incorporate specific standards for siting, seismic design, and review of Critical, Sensitive and High-Occupancy Facilities.

I14.2 - Detailed site studies for ground shaking characteristics, liquefaction potential and fault rupture potential shall be required as background to the development approval process for Critical, Sensitive, and High-Occupancy Facilities.

I14.3 - Zoning regulations shall be amended to prevent new Critical Facilities from being located in the "Fault Precaution Zone" of a potentially active fault. No building designed for human occupancy shall be constructed within fifty feet of an active fault.

I14.4 - Within the Fault Precaution Zone, Sensitive and High-Occupancy Facilities shall require the discretionary approval of the Planning Commission, and the sites shall be designed to minimize the consequences of possible faulting. Trenching on-site and at accessible off-site locations shall be conducted to help determine specific fault location, and Sensitive and High-Occupancy Facilities shall observe a 100-foot setback from an active or potentially active fault. Where off-site information is unavailable due to existing development, compensating design shall be incorporated to reduce the potential for foundation and structural damage arising from secondary ground displacements in the fault zone.

I14.5 - Review criteria shall be established for Critical and Sensitive Facilities proposed in or near potential liquefaction areas. The criteria should include such concerns as: blockage of road access and interruption of essential utility service as a result of liquefaction in the area.

I14.6 - Zoning and building codes shall be amended for the dam failure inundation area to require discretionary approval of the Planning Commission and applicable review criteria for:

- a. The limited expansion of Critical Facilities. New construction of new Critical Facilities in a potential dam failure inundation area shall be prohibited;
- b. Sensitive Facilities including: nursing homes, senior citizens housing and other low-mobility uses, where rapid evacuation capabilities may be inhibited; and commercial and industrial facilities housing hazardous materials, or potentially hazardous operations requiring safe shutdown procedures; and
- c. High-Occupancy Facilities and all assembly occupancies of 100 or more occupants.

I14.8 - Criteria for efficient and orderly evacuation capabilities shall be incorporated into zoning, street planning, and other land use procedures for the potential inundation area below the dam.

I14.9 - The State-mandated seismic evaluation of the Mulholland Dam, currently being reviewed by the California Division of Safety of Dams, shall be monitored and the results documented as background for the City's zoning and disaster preparedness programs.

I14.10 - Technical reviews of groundwater, liquefaction susceptibility, and fault zone data shall be conducted every three to five years at a minimum, for potential revisions in liquefaction susceptibility and fault zone designations and related land use and construction policies.

I14.11 - Public participation shall be sought in the development of hazard mitigation and disaster recovery programs.

Existing Hazards: Critical Facilities

I14.12 - Existing critical, sensitive and high-occupancy facilities shall be reviewed for any significant siting, design or construction problems that would make them vulnerable in an earthquake. The findings shall be incorporated into emergency operations plans as well as addressed in longer-term programs of facilities upgrading or relocation.

I14.13 - All critical, sensitive and high-occupancy uses in the dam inundation area should develop and maintain plans for efficient shutdown of their operations and evacuation of their facilities in the event of damage to the dam.

I14.14 - Within one year of adoption of this Plan, essential facilities within the city shall be surveyed for

seismic hazards and programs shall be developed as appropriate for correction of any significant problems that could jeopardize public health and safety or inhibit effective emergency response.

Hazardous Buildings

I14.15 - Data on the current inventory of unreinforced masonry buildings shall be maintained and updated, including all information required under SB547.

I14.16 - A strong, enforceable ordinance for upgrading or unreinforced masonry buildings shall be developed, and tailored to the local conditions in the City of West Hollywood. The ordinance shall include:

- a. Priorities for the sequence of enforcement as appropriate to the use and occupancy types of unreinforced masonry buildings in the City of West Hollywood.
- b. Structural standards for seismic upgrading familiar to the seismic design and construction community in southern California.
- c. Options or requirements for early anchoring of buildings, to provide an initial level of reinforcement at an early stage of seismic retrofit.
- d. Incorporation of concepts and provisions of the State code for historic buildings, to provide additional flexibility for preservation of historic buildings while protecting them from significant earthquake damage.
- e. A 5- to 8-year time schedule for reinforcement, with all upgrading completed during that time.
- f. Signs shall be posted and maintained on unreinforced masonry buildings to warn residents of the potential hazard.

I14.17 - The following types of information should be developed in preparation for the ordinance, to provide substantial basis for policy evaluations.

- a. A disaster impact analysis of the city's unreinforced masonry buildings, including an assessment of potential casualties, damages, and economic and social impacts in the event of an earthquake.
- b. An environmental impact report for the proposed ordinance, including an assessment of social and economic impacts of the proposed correction programs. In particular, the potential effects of such an ordinance on viable housing should be evaluated.

I14.18 - Strategies and program options should be developed for preservation or replacement of the low- and moderate-income housing currently located in hazardous buildings. Possible strategies include, among others: community redevelopment programs; low-interest loans for seismic rehabilitation of residential buildings; preservation of non-conforming zoning rights for in-kind replacement of residential buildings; and relocation assistance for any displaced occupants.

I14.19 - Appropriate means of economic relief for commercial buildings that fall under the hazardous buildings program, should also be considered, such as: preservation of non-conforming zoning rights for in-kind replacement of commercial buildings, combined with the establishment of parking districts for relief of parking problems that would be perpetuated by the waiver of current parking requirements; and community redevelopment programs for the coordinated upgrading of seismic, economic, and general design characteristics of affected commercial areas.

I14.20 - A special recognition program for buildings that have been reinforced under the hazardous buildings ordinance should be considered, such as a plaque or certificate that can be displayed on or in the building.

I14.21 - The City shall maintain a cognizance of other types of potentially hazardous buildings and develop programs for the reduction of seismic hazards. For example, concrete tilt-up and concrete frame buildings built before enactment of the current seismic codes should be required to meet basic seismic standards before a change in use or occupancy level is approved, or when significant alteration or repair is proposed.

I14.22 - Special structural reviews shall also be conducted on any multi-story or concrete buildings receiving significant damage in an earthquake, prior to their repair or demolition. Structural reviews prior to repair would be the responsibility of the owner; arrangements can be made with the Structural Engineers Association of California or the Earthquake Engineering Research Institute for support in the pre-demolition review of severely damaged buildings.

I14.23 - Include the upgrading of unreinforced masonry buildings as a contributing objective of any redevelopment project.

I14.24 - Incorporate financial incentives and guidance for the seismic upgrading of older dwellings in any community development or housing rehabilitation program for older neighborhoods, including the possible use of low interest or tax-exempt loans.

High Groundwater

I14.25 - For areas of very high groundwater, the City shall investigate various means of lowering the groundwater level, and sponsor or promote appropriate programs to that end. A geologic hazard abatement district should be established, which would assess property owners for the costs of groundwater withdrawal or other suitable measures. The assessment could be structured such that properties with shallower groundwater levels would contribute higher proportions of the costs.

I14.26 - Groundwater problems related to any old, improperly-abandoned water wells and to the old, abandoned drainage system shall be mitigated wherever possible, by proper sealing and abandonment procedures.

Building Codes and Review Procedures **I14.27** - The proposed seismic revisions to the Uniform Building Code shall be reviewed for early adoption and implementation. These standards, as recommended by the Structural Engineers Association of California (1986) should be adopted on an interim basis for the design of large buildings.

I14.28 - Future revisions to the seismic building code shall also receive early review and incorporation, as appropriate, into the City Building Code.

I14.29 - The current code enforcement procedures for concrete tilt-up and composite pre-stressed concrete construction shall be reviewed for consistency with effective principles of seismic design, and revised as appropriate to maintain the seismic integrity of new construction.

I14.30 - The highest and most current professional standards for seismic design shall be used in the design of Critical, Sensitive and High-Occupancy Facilities, so that the seismic design of the facilities will not become sub-standard within a few years.

I14.31 - All components of the seismic design for Critical, Sensitive and High-Occupancy Facilities shall be subject to independent, third-party review by qualified professionals familiar with the most current professional standards for seismic design of those types of facilities.

I14.32 - Effective review of seismic design for proposed buildings of four stories or more in height, or 6,000 square feet or more in ground level floor space shall be conducted by on-staff structural engineers or through third-party review by qualified engineers responsible to the City.

I14.33 - All geologic and soils reports submitted to the Community Development Department in the enforcement of general plan policies shall be reviewed for their adequacy and completeness by an experienced and respected geologist or soils engineer retained by the City.

I14.34 - A central repository shall be established in the Community Development Department, for the collection and compilation of geologic and soils engineering information related to faults and fault zone studies, groundwater levels, soils characteristics, susceptibility to landslides and liquefaction, and other data as appropriate. The range of opportunities for collection of new liquefaction and fault-related data shall be identified, and a long-term program developed for geologic inspection of all significant excavations in the fault zones. The cooperation of other agencies should be sought, to help identify additional opportunities for data collection. This information shall be used to increase the knowledge and insights of City reviewers and applicants alike, in support of hazard mitigation.

I14.35 - Within fault precaution zones, fault studies shall be required for larger buildings and Sensitive and High-Occupancy uses which could pose greater problems for evacuation in the event that fault rupture damaged the building. Buildings of three stories or more in height of 6,000 square feet or more in foundation area, and special uses such as facilities for the elderly, handicapped, or mentally ill should not be exposed to potential fault rupture. For these uses, pre-construction fault studies shall be required, to help determine the presence and nature of any fault, and to help in the adaptation of the building design to reduce or avoid potential damage.

I14.36 - All construction excavations and trenches of five feet or deeper in mapped fault zones should be inspected by a qualified geologist for any evidence of faulting.

I14.37 - The City's building codes shall be modified to require liquefaction investigations in potentially susceptible areas. Such requirements shall vary by facility type or size, as shown in the following table.

Liquefaction susceptibility zones within the city are shown in Figure 5.

I14.38 - Specific guidelines shall be developed for the collection of data for determination of liquefaction potential at a site. The guidelines should include: minimum depth of boreholes, minimum lapse time for observation of water level, sample types and frequencies, and the appropriate soils test for evaluation of suspect soil types.

<u>Facility Type</u>	<u>Liquefaction Susceptibility Zones Requiring Investigation</u>
Critical Facilities	All zones
Sensitive Facilities	All zones
High-Occupancy Facilities	All zones
3 stories or more, or 6,000 sq.ft. or more in foundation area	Very high, high, moderate, moderate-low moderate-low
All others designed for human occupancy	Very high, high, moderate

Emergency Preparedness

I14.39 - Appropriate disaster response and earthquake response plans shall be maintained and updated on a regular basis.

I14.40 - Because of the significant number of hazardous buildings in West Hollywood, disaster response plans shall include adequate capabilities for involvement of local residents and businesses, heavy search and rescue, major medical response, interim morgue, emergency shelter, traffic and utility impacts, debris removal and disposal, as well as hazardous materials response for any chemicals stored or used in or adjacent to the hazardous buildings.

I14.41 - Disaster response plans shall also include procedures for traffic control, emergency evacuations, and security of damaged areas.

I14.42 - Effective procedures and contingencies for notification and evacuation of the designated inundation area shall be incorporated into the City's emergency preparedness plans and tested in disaster exercises.

I14.43 - The City shall maintain effective mutual aid agreements for fire, police, medical response, public works, building inspection, mass care, and heavy rescue.

I14.44 - Earthquake response exercises shall be conducted at least once a year. Exercises shall be designed to test and upgrade various disaster response plans and involve local residents, business persons, and other volunteers. Disaster planning scenarios and emergency response plans shall include contingencies for:

- a. possible ruptures on both faults, either separately or simultaneously;
- b. collapse of 50 buildings or more, including some high-rise and mid-rise structures, some essential facilities, and numerous unreinforced masonry buildings;
- c. sporadic ground rupture due to liquefaction, with major disruption of streets and utilities in some areas, and serious damage to homes and businesses;
- d. rapid evacuation of the potential inundation area below Mulholland Dam; and
- e. many aftershocks, continuing for several weeks or months.

I14.45 - Earthquake prediction response plans should be developed, including procedures for protecting occupants of hazardous buildings, appropriate warning announcements and public education procedures, and other short-term preparations.

I14.46 - A program of public education, and preparedness shall be a major, continuing component of the emergency preparedness program. It should include, at a minimum:

- a. the existence and approximate locations of local faults, liquefaction susceptibility areas, and the dam evacuation area;
- b. the potential for strong ground shaking in the area, and means of strengthening buildings and protecting furnishings, equipment and other building contents from damage;
- c. the need for businesses and residents to be self-sufficient for several days following an earthquake, including food, water, medical assistance, and limited fire-fighting.

I14.47 - The cooperation of the business community should be enlisted for public education and mutual assistance. Businesses should develop their own

disaster response plans and have provisions for food, water, first aid and shelter of employees who may not be able to return home for several days following a major earthquake.

Planning for Post-Disaster Recovery

I14.48 - A standing committee for disaster recovery shall be established prior to any disaster, to provide contingency planning for the rapid and effective reconstruction of the City of West Hollywood following a disaster. The committee shall include representatives of the City Council, Planning, Public Works, Economic Development and Building and Safety policy functions, as well as liaison to the local utilities and any state and federal redevelopment, housing and/or reconstruction programs, and other functions as necessary. The committee shall have review authority for all emergency activities in the city.

I14.49 - The committee shall have the authority to order the emergency demolition of structures and facilities to protect life and property bypassing the normal procedures after an earthquake.

I14.50 - The committee shall develop effective procedures for post-disaster damage assessment as appropriate for:

- a. obtaining State and Federal disaster assistance;
- b. obtaining the maximum allowable reimbursement for repair and reconstruction of public facilities;
- c. determining the location and nature of damage as an immediate basis for specific recovery planning.

I14.51 - The committee shall be charged with the overall review of damage patterns, and development of specific plans for post-disaster reconstruction, including programs for effective recovery of lifelines, housing, and the commercial viability of the community.

I14.52 - The committee shall propose any changes in land use, lifelines, circulation, and architectural/landscape design within a reasonably short time after the disaster, to allow their early incorporation into post-disaster reconstruction.

I14.53 - The committee shall develop and institute procedures for rapid determination of locations where significant damage is caused by inherent geologic or structural problems that must be corrected to present recurring damage (high hazard areas).

I14.54 - Policies and procedures shall be instituted to facilitate the rapid repair and reconstruction of all facilities not designated as high hazard areas.

I14.55 - Procedures shall be developed for obtaining appropriate professional review of the high hazard areas, along with specific recommendations for hazard mitigation.

I14.56 - Guidelines shall be developed by the Disaster Recovery Committee, for the exercise of emergency authorities for such purposes as:

- a. rapid designation of redevelopment area;
- b. revision of land use, circulation and parking requirements, and institution of other programs for improving the community environment;
- c. adaptation and institution of special programs for disaster recovery;
- d. funding of disaster recovery measures;
- e. moratoria on reconstruction in any high-hazard areas where damage could be repeated in aftershocks or in future earthquakes;
- f. upgrading of the building code;
- g. establishment of Geologic Hazard Abatement Districts, as appropriate; and
- h. designation of sites for temporary housing (e.g., travel trailers and pre-fab construction) of households made homeless in the disaster, in cooperation with the Disaster Housing Program of the Federal Emergency Management Agency.

I14.57 - Solicit state and federal funds to implement the City's seismic safety programs as such revenues are available.

An aerial photograph of a flooded landscape, showing a mix of dark, dense vegetation and lighter, open areas. A light tan rectangular box is positioned in the bottom right corner of the image.

Flooding **15.0**

15.0 FLOODING



INTRODUCTION

Flooding represents a potential hazard to the population and buildings of a city and, as such, is a concern of the State-mandated public safety element. This section of the plan addresses the risks of flooding due to the natural physiography, rainfall, and runoff of the City. Risks associated with inundation due to dam failure were addressed in the previous section.

BACKGROUND DATA AND ANALYSES

A. OVERVIEW

The natural drainage patterns in the vicinity of the City of West Hollywood are fed by modest to moderate size drainage areas in the hills above the city. The degree of impermeable surfaces created by intense urban development results in a relatively high rate of runoff for rainfall in this area.

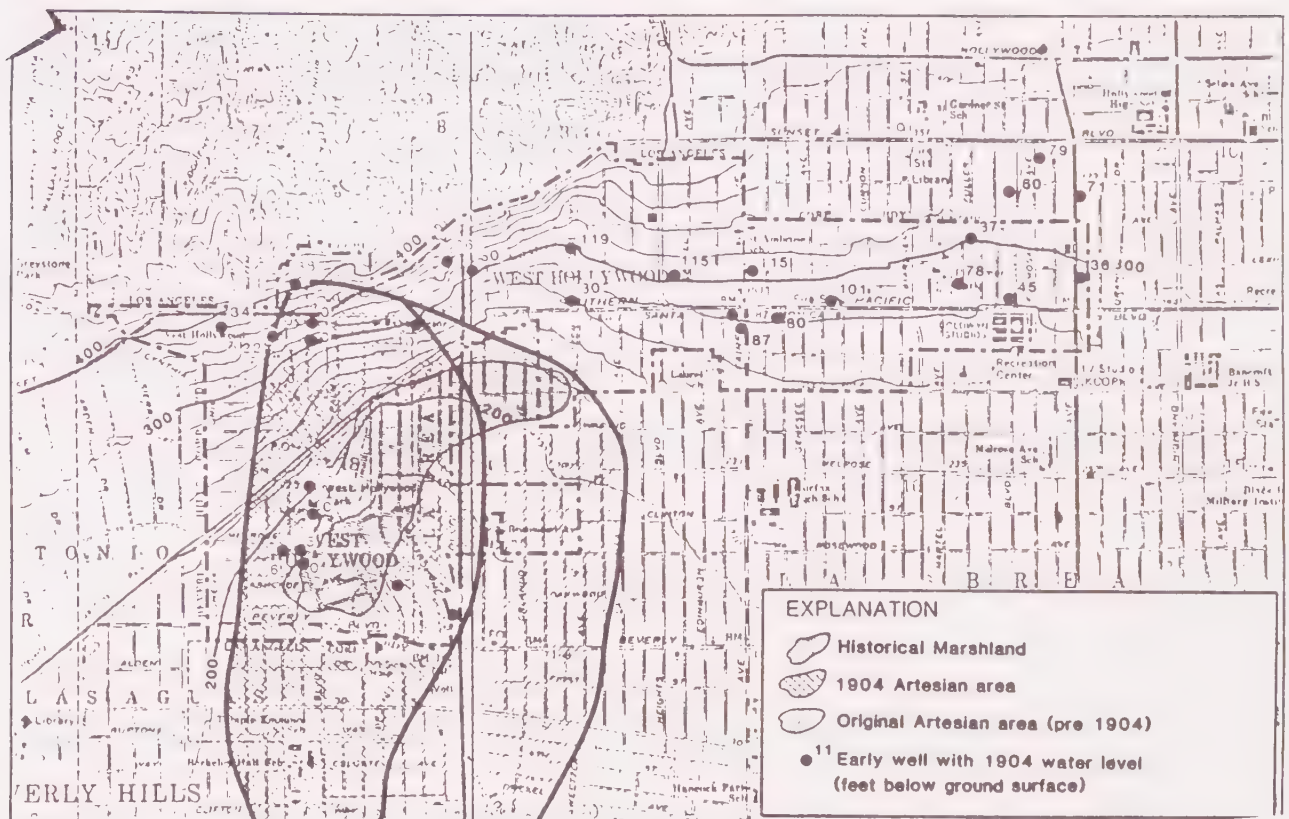
B. HISTORY OF FLOODING

Prior to the 1900s there was a substantial area of marshland in the western part of the current City of West Hollywood. Water levels in the marshland would have experienced seasonal changes, and especially have risen during times of heavy rainfall and regional flooding. This problem was addressed first with a system of sub-surface redwood agricultural drains, and later with storm drains, which channel most of the water out of the area.

C. FLOOD CONTROL IMPROVEMENTS

The flood control system in the City of West Hollywood is part of the multi-jurisdictional regional flood control network which discharges storm runoff into the Ballona Creek channel. Most of the storm drains in the City of West Hollywood are maintained by the Los Angeles County Department of Public Works, Flood Control District. Several smaller storm drains in the eastern part of the city are maintained by the City of Los Angeles.

As a consequence of its regional topographic setting, West Hollywood receives collected storm runoff from upstream canyon areas in the City of Los Angeles. Major storm drains are therefore oriented north-south, carrying runoff across the city.



Areas of West Hollywood requiring additional drainage improvements are found in the eastern part of the city near the Warner-Hollywood Studio and West Hollywood Hospital, and above Sunset Boulevard near Queens Road. New storm drains are planned along Fairfax Avenue and the southern portion of Robertson Boulevard. Installation of the Fairfax Avenue storm drain is now underway.

D. FLOOD HAZARD

West Hollywood is covered with a high proportion of impervious surfaces, and the uphill drainage areas are already largely developed. Therefore the overall percentage of runoff will increase only modestly, if at all. The present storm drain system functions reasonably well but improvements are possible which would alleviate local problem areas of excessive curbside inundation.

The Federal Emergency Management Agency has mapped the city as part of the National Flood Insurance Program to identify areas of 100-year flood hazard. Figure 6 depicts the areas identified on the Federal Flood Insurance Rate Map. Areas designated as "AO" between San Vicente Boulevard and La Cienega Boulevard, south of Santa Monica Boulevard, are classified as areas of 100-year shallow flooding where depths of flood water could reach between one and three feet. Another area with the same potential is located between Orange Grove Avenue and approximately Curson Avenue north of Romaine Street.

Areas designated "B" on Figure 5 represent areas that could experience some inundation in floods with average recurrence intervals between 100 and 500 years, or that could receive flooding of less than one foot in a 100-year flood. These areas are generally found in the eastern part of the city, north of Fountain Avenue and east of Laurel Avenue, and along a stretch of Santa Monica Boulevard west of Olive Drive. The balance of the City is classified as "C", which signifies areas of minimal flooding.

Based on historic flood information, regional flood inundation has not occurred in the City of West Hollywood since development of the storm drain system began. As mentioned above, shallow flooding may occur in isolated areas where limitations in the storm drain capacity and/or very gentle slopes in low-lying areas inhibit the efficient discharge of storm water.

Rising groundwater levels may also contribute to future localized surface flooding in these areas. High groundwater could further reduce the infiltration rate, resulting in increased runoff. In addition, where groundwater rises to the level of the ground surface it becomes surface runoff, as has become common in some areas of the city on a year-round basis. This adds to the volume of water discharged into the storm drain system, further taxing segments of the system with marginal capacity.

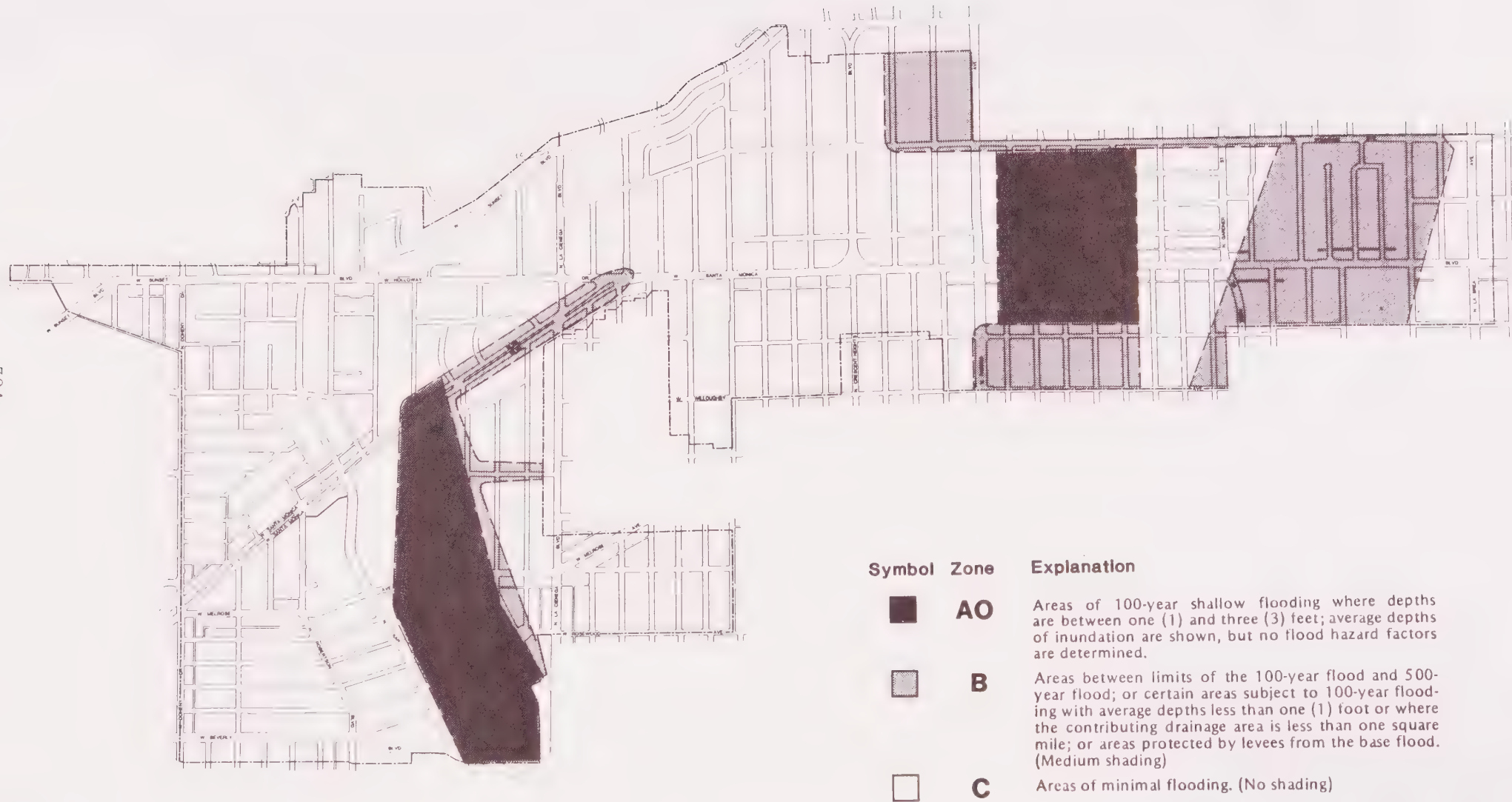


Figure
6

FLOOD INSURANCE RATES MAP



GOALS, OBJECTIVES, AND POLICIES

The following presents the goals, objectives, and policies for flood hazards in the City of West Hollywood. Implementing programs are contained in the following sub-section. At the end of each policy is listed a capital "I" and number in parentheses which refers to the pertinent implementation program.

Goal

15A - Protect residents, employees, and buildings from flood hazards.

Objective

15.1 - Provide adequate improvements to mitigate flood hazards in West Hollywood.

Policies

15.1.1 - Require that all new development incorporate sufficient measures to mitigate flood hazards; including the design of on-site drainage systems to link with city-wide storm drainage, gradation of the site so that runoff does not impact adjacent properties or structures on the site, and elevation of the structures above any flooding elevation (I15.1).

15.1.2 - Require the use of extensive landscape of site open space areas provide the maximum permeable surface area to reduce site runoff and prohibit the paving of the majority of these areas (I15.2).

15.1.3 - Install required public storm drainage improvements, in accordance with Policy 6.1.1 (I15.3).

IMPLEMENTATION PROGRAMS

The following lists the programs to implement the flood hazard policies contained in the preceding sub-section of the Plan. The capital "I" and number preceding each program are referenced by the policies which it implements.

Codes and Ordinances

I15.1 - Review existing building code and site design requirements to ensure that they adequately provide for site runoff and connections to the city-wide storm drainage system. Enforce these standards and requirements for all new development.

I15.2 - Include in the Zoning Ordinance requirements limiting the maximum coverage of required open space areas with non-permeable materials (asphalt, concrete, brick, etc.) and providing for the use of extensive landscape in these areas.

Funding for Improvements

I15.3 - Allocate funds for the construction of storm drainage improvements in the City's Capital Improvement Program.



Natural Gas **16.0**

16.0 NATURAL GAS

INTRODUCTION

Sub-surface natural gas represents a potential hazard to the population and buildings in the City of West Hollywood. In recent years there have been significant incidents of leakage and explosions in nearby areas. Thus, it is a concern of the State mandated safety element.

BACKGROUND DATA AND ANALYSES

The escape of underground natural gas to the surface can create hazards of fire, explosion, and/or asphyxiation if the gas builds up to critical concentrations. The tragic explosion and fires of March, 1985 in the Fairfax district, approximately 2,500 feet south of West Hollywood, is a dramatic example of the potential hazard.

A. SOURCES OF NATURAL GAS

Based on the result of chemical analyses, it is now believed that the methane gas involved in the March, 1985 Fairfax explosion came “from the decomposition of buried plant materials at no deeper than 100 to 200 feet below ground level or within bedrock above the upper oil zones. This biogenic gas could rise and flow through the multitude of buried, braided channels in the shallow unconsolidated sediments to a place of entrapment about 42 feet below the surface” in the Fairfax district.

The potential sources of natural gas in the West Hollywood area are the same as occur in the Fairfax district. However, it is not known whether there is active gas generation at present.

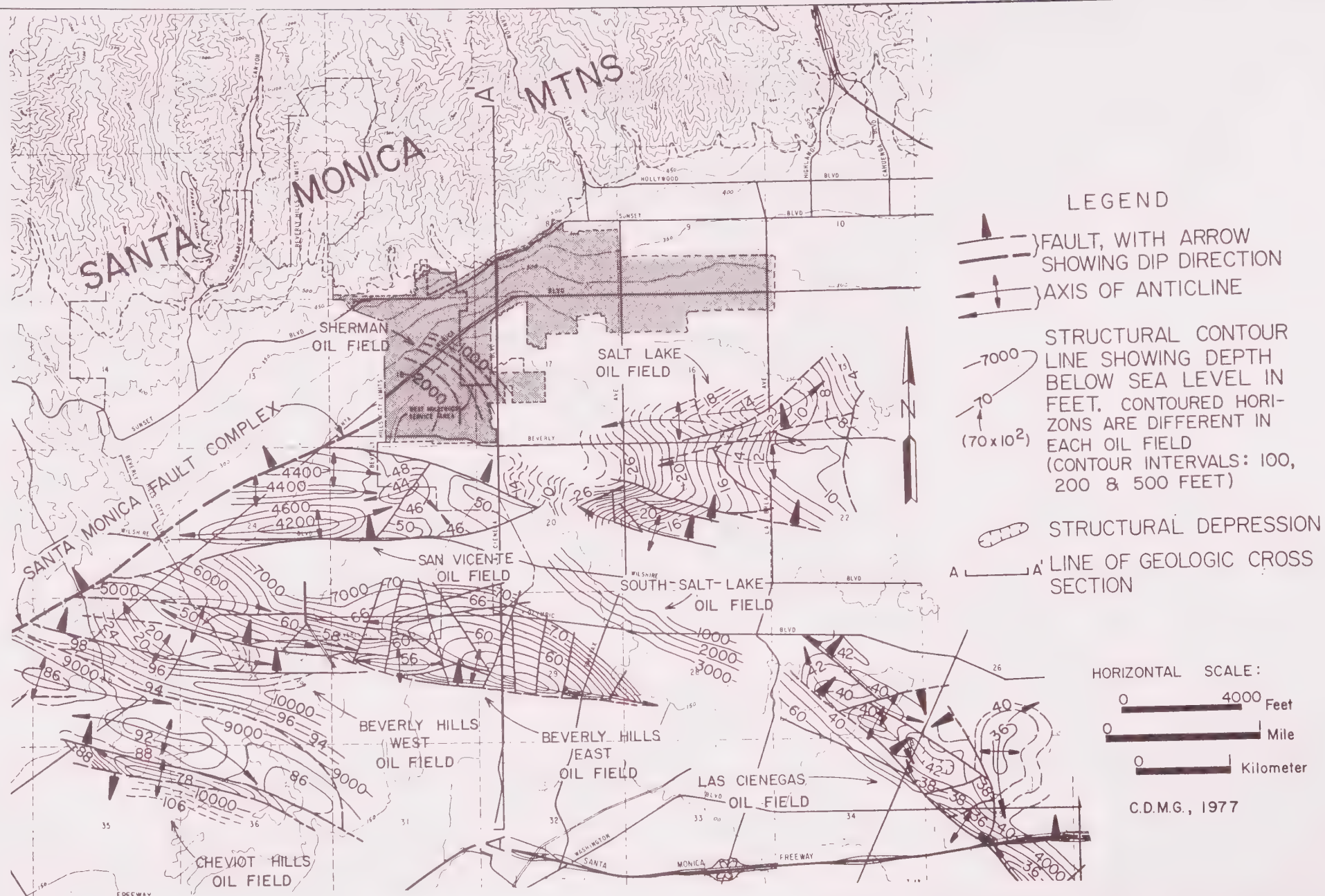
B. HISTORIC OIL FIELDS

Oil fields in southern California commonly contain deposits of both oil and gas. Methane also occurs as a dissolved constituent of natural oil deposits, and is gradually released from the oil. Oil rising toward the surface also experiences lower confining pressures, which can bring the dissolved gas out of solution as free methane.

The northern Los Angeles Basin contains several subsurface oil fields that have been tapped for oil production at various times in the past (Figure 7). Of these, the Sherman Oil Field is located under West Hollywood, and the Salt Lake Oil Field is immediately southeast of the city.

The Salt Lake Oil Field was discovered in 1902 and oil was pumped from four zones. The field was largely abandoned by 1937, before standards for well abandonment procedures were first instituted. Thus there is a higher potential for gas migration through these abandoned wells than for wells properly sealed according to current standards.

Areas of active oil and methane seeps are common in the Fairfax district south of West Hollywood, as is exemplified by the seeps at the La Brea Tar Pits. There is also active oil production and near-surface oil (and presumably gas) occurrences in the northwest part of this field, immediately south of the Santa Monica fault near Beverly and San Vicente Boulevards. These petroleum occurrences may extend under West Hollywood, below the north-dipping Santa Monica fault. Several fault zones in the Salt Lake field are thought to serve as both traps and conduits for the concentration and migration of gas toward the surface.



(After: Hill et al 1979, and Cal. Div. of Oil & Gas, 1974.)

Figure
7

LOCATION AND GEOLOGIC STRUCTURE OF SUBSURFACE OIL FIELDS



The Sherman Oil Field underlying the City of West Hollywood is much smaller than the Salt Lake field, and was developed much later. The field covers a total of 30 acres where oil and gas were produced from four wells from 1965 to 1973. The wells were abandoned shortly thereafter, under procedures designed to prevent abandoned wells from serving as conduits for the migration of gas and other fluids.

C. BIOGENIC GAS

Biogenic gas is derived from the natural decomposition of various organic materials that are trapped in the sediments. The high groundwater and marshland conditions historically recorded for the natural low area in the western part of West Hollywood are probably typical of conditions in the area for the past several thousand years. These conditions, as well as the wetter climate of Pleistocene time, would have fostered abundant vegetative growth that was probably buried with the sediments. The potential for generation of biogenic gas in parts of West Hollywood may therefore be as substantial as in the Fairfax district. However, no tests have been conducted for the detection of such gas in the West Hollywood area.

D. MEANS OF CONCENTRATION AND ENTRAPMENT OF GAS

The principal hazards from methane gas occur when gas concentrations either increase to the point of flammability or become contained in an enclosed structure that allows any combustion to become explosive.

In the West Hollywood area, rising gas could become trapped under any of several clay layers, or migrate up-slope in a buried stream channel of sand or gravel that is confined below impermeable clays. Because the clay and sand layers in this area are irregular and discontinuous, the distance of transport, place of entrapment, or possible point of release for the migrating gas would be difficult to predict.

Open spaces once provided an easy escape for methane gas to be dissipated into the area. However, in an urban environment, the streets, paved parking lots, and buildings with basements or slab foundations become impermeable barriers that prevent the natural venting of the gas at the surface. Such features trap or redirect the gas flow, producing gas accumulations of higher concentration. The gas could also seep into any structures in the immediate vicinity.

Rising groundwater conditions, as have prevailed since 1978, can increase the concentrations of natural gas near the surface. The rising groundwater displaces any natural gas in the porous sediments, forcing it upward either to be dissipated into the air, or to become trapped by some impermeable feature. Any oil rising with the water will also release gas from solution as it moves to areas of lower pressure.

Rising groundwater below an impermeable trap may have been responsible for the high gas pressure (over 25 p.s.i) encountered in the gas pocket below the Fairfax district. In that incident, it is believed that the buildup of gas pressure created a breach in the subsurface entrapment layer. This allowed rapid upward migration of the nearly pure methane gas. A portion of the gas entered a retail building through small openings between the floor slab and the foundation walls. Gas concentrations that built up in an unventilated room were subsequently ignited, producing the explosion and fire.

E. ASSESSMENT OF CURRENT GAS HAZARD

The available information suggests that all of the requisite conditions for concentration of natural gas seepage exist in the West Hollywood area; subsurface oil fields and buried marshlands with abundant organic material provide potential sources for methane gas generation; and irregular

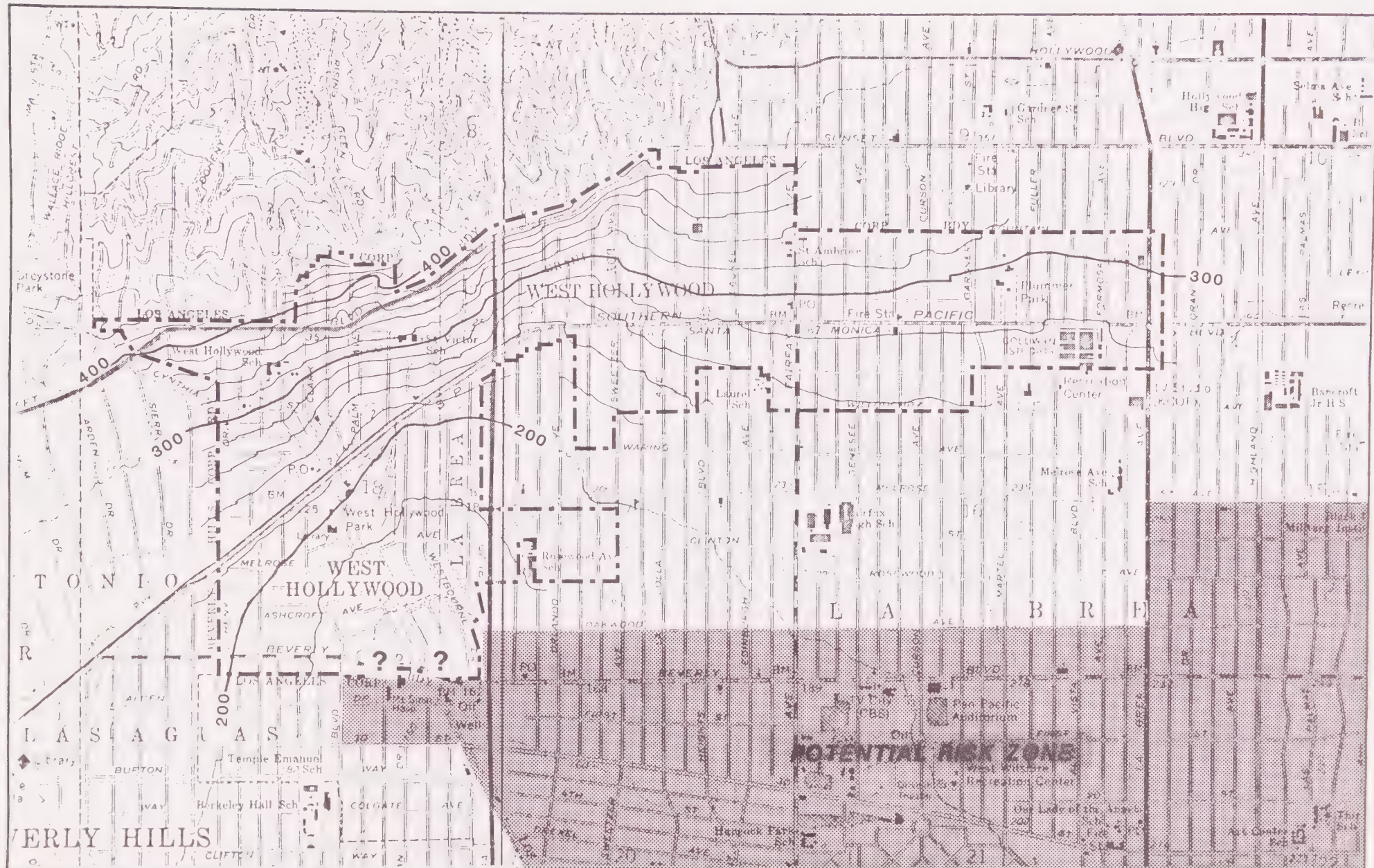
configurations of clay layers, buried stream channels, faults and impermeable urban cover provide potential means of concentrating the gas.

In general, the potential for oil field gas sources is lower in the Sherman Field than in the fields to the southeast, but sources of biogenic gas, which is believed to have caused the March 1985 explosions, may be comparable to those in the Fairfax district.

No substantial seepage of natural gas is known in the West Hollywood area at this time, and no methane or natural gas seepage problems in the Sherman Field area have been reported to the California Division of Oil and Gas. However, tests are not routinely conducted and any seepage may simply be undetected. Data from the Salt Lake Field indicates that oil and natural gas seepage has increased steadily over the past few years in some portions of the field.

Because of the many variables in the generation and migration of gas, the location and timing of its emergence or concentration near the surface cannot be predicted with the available data. The location and degree of risk in the city of West Hollywood should be determined by methane gas monitoring and by further studies of subsurface materials to identify any occurrence of methane gas and evaluate the potential for its migration to the surface.

A Potential Risk Zone, as designated by the City of Los Angeles Task Force that investigated the Fairfax explosion, is shown in Figure 8. The zone appears to have been arbitrarily terminated at the City boundary, and portions of the City of West Hollywood near Beverly and La Cienega Boulevards may be in a comparable hazard zone. This hazard zone might also be extended northward, across the area of high groundwater and subsurface clay deposits, where local conditions are prone to concentrate and trap any subsurface gas.



After: City of Los Angeles Department of Building and Safety, June, 1985.

Figure
8

POTENTIAL RISK ZONE FOR METHANE GAS AS
IDENTIFIED FOR ADJACENT JURISDICTION



GOALS, OBJECTIVES, AND POLICIES

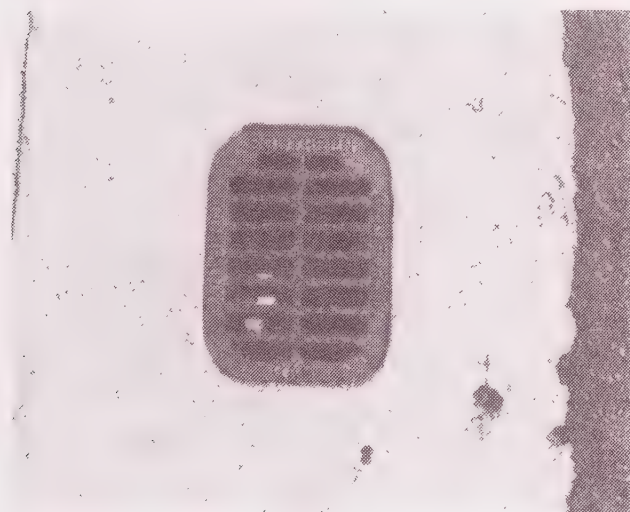
The following presents the goals, objectives, and policies for natural gas hazards in the City of West Hollywood. Implementing programs are contained in the following sub-section. At the end of each policy is listed a capital "I" and number in parentheses which refers to the pertinent implementation program.

Goal

16A - Protect the public health, safety, and welfare from the impacts of sub-surface natural gas and deterioration and leakage from sub-surface gasoline tanks.

Objective

16.1 - Establish a framework to monitor methane gas exposure in the city and minimize the risks associated with any gas leakage and exposure.



Objective

16.2 - Monitor the status of sub-surface gasoline tanks to prevent adverse impacts due to deterioration and leakage.

Policies

16.1.1 - Develop a methane gas monitoring program in building excavations, soil borings, basements of selected existing structures, and ground floor installations (I16.1, I16.2, and I16.3).

16.1.2 - Evaluate subsurface geologic conditions to identify general areas where impermeable features could trap and/or concentrate any gas emissions (I16.1 and I16.3).

16.1.3 - Require that special mitigation measures be incorporated in both new and existing development where methane gas is detected (I16.1, I16.2, and I16.3).

16.1.4 - Disseminate information to the community on the potential risk of methane gas leakage and available mitigation measures (I16.4).

16.1.5 - Formulate and maintain police, fire, evacuation, hospitalization, and recovery programs in response to a natural gas leakage and/or explosion (I16.5).

Policies

16.2.1 - Maintain an inventory of all subsurface gasoline tanks in the City (I16.6).

16.2.2 - Cooperate with the State and gasoline station owners and operators in monitoring the condition of sub-surface gasoline tanks, tracking leaks which may occur, and requiring the prompt removal of hazardous tanks (I16.7 and I16.8).



IMPLEMENTATION PROGRAMS

The following lists the programs to implement the natural gas hazard policies contained in the preceding sub-section of the Plan. The capital "I" and number preceding each program are referenced by the policies which it implements.

Mitigation of Natural Gas Hazard

I16.1 - Conduct additional studies to determine the presence of natural gas entrapment and potential leakage in the city. This should be a comprehensive City-funded (or in cooperation with other agencies) geological investigations of all city areas where there may be a potential risk. Soils and geological borings, materials sampling, and evaluation of sub-surface trapped air are among the assessments which should be conducted. Where problems are identified, the City shall formulate a mitigation program, which may include both public and private improvements.

I16.2 - In areas where potential risks are identified, the City shall assist the owners of existing developed properties in the installation of gas monitors, venting systems, or other required mitigation improvements.

I16.3 - Require developers of new projects in the City to augment currently required soils and geologic tests with those to determine the potential risks of natural gas at the site. Where risks are identified, appropriate mitigation shall be required. This may include installation of gas monitors and gas venting system.

I16.4 - The City shall develop a program to educate residents, property owners, and tenants regarding the natural gas risks in the city, means to mitigate the risk, and procedures to follow in the event of an emergency. This shall be managed through the City's Public Information Office and may include publications, community workshops, and/or cable television presentations.

I16.5 - The City, County Sheriff's Department, Fire Department, and local hospitals shall include procedures and techniques for responses to natural gas leakages and explosions in their emergency preparedness programs. These shall supplement those designed to respond to earthquakes (refer to Section 14.0). Periodic drills shall be conducted to test the adequacy of the programs, which shall be updated to reflect the findings of the drills.

Sub-Surface Gasoline Tanks

I16.6 - The City shall maintain its record of sub-surface gasoline tanks which exist. As new tanks are constructed or older tanks are removed, they shall be indicated in this inventory.

I16.7 - The City shall maintain lines of communication with the State to monitor conditions and leakage of gasoline tanks. When leakage occurs, the City shall cooperate with the State in effectuating remedial actions, including the removal of hazardous tanks.

I16.8 - The City shall require removal of all underground gasoline tanks on reuse of a site for another commercial activity.



West Hollywood northeast of Sunset Towers Apartments; 1937

Noise **17.0**

17.0 NOISE



INTRODUCTION AND STATUTORY REQUIREMENTS

California State law, Government Code Section 65302(g), requires the preparation and adoption of a noise element as follows:

A noise element, which shall recognize guidelines adopted by the Office of Noise Control pursuant to Section 46050.1 of the Health and Safety Code, and which quantifies the community noise environment in terms of noise exposure contours for both near and long-term levels of growth and traffic activity. Such noise exposure information shall become a guideline for use in development of the land use element to achieve noise compatible land use and also to provide baseline levels and noise source identification for local noise ordinance enforcement...

The noise exposure information shall be presented in terms of noise contours expressed in community noise equivalent level (CNEL) or day-night average level (L/dn). CNEL means the average equivalent A-weighted sound level during a 24-hour day, obtained after addition of five decibels to sound levels in the evening from 7 p.m. to 10 p.m. and after addition of 10 decibels to sound levels in the night before 7 a.m. and after 10 p.m. L/dn means the average equivalent A-weighted sound level during a 24-hour day, obtained after addition of 10 decibels to sound levels in the night before 7 a.m. and after 10 p.m.

The contours shall be shown in minimum increments of 5 db and shall continue down to 60 db. For areas deemed noise sensitive, including, but not limited to, areas containing schools, hospitals, rest homes, long-term medical or mental care facilities, or any other land-use areas deemed noise sensitive by the local jurisdiction, the noise exposure shall be determined by monitoring.

The noise element shall also recommend mitigating measures and possible solutions to existing and foreseeable noise problems...

It shall be the responsibility of the local agency preparing the general plan to specify the manner in which the noise element will be integrated into the City or county's zoning plan and tied to the land use and circulation elements and to the local noise ordinance. The noise element, once adopted shall also become the guideline for determining compliance with the State's noise insulation standards, as contained in the Section 1092 of Title 25 of the California Administrative Code.

BACKGROUND DATA AND ANALYSES

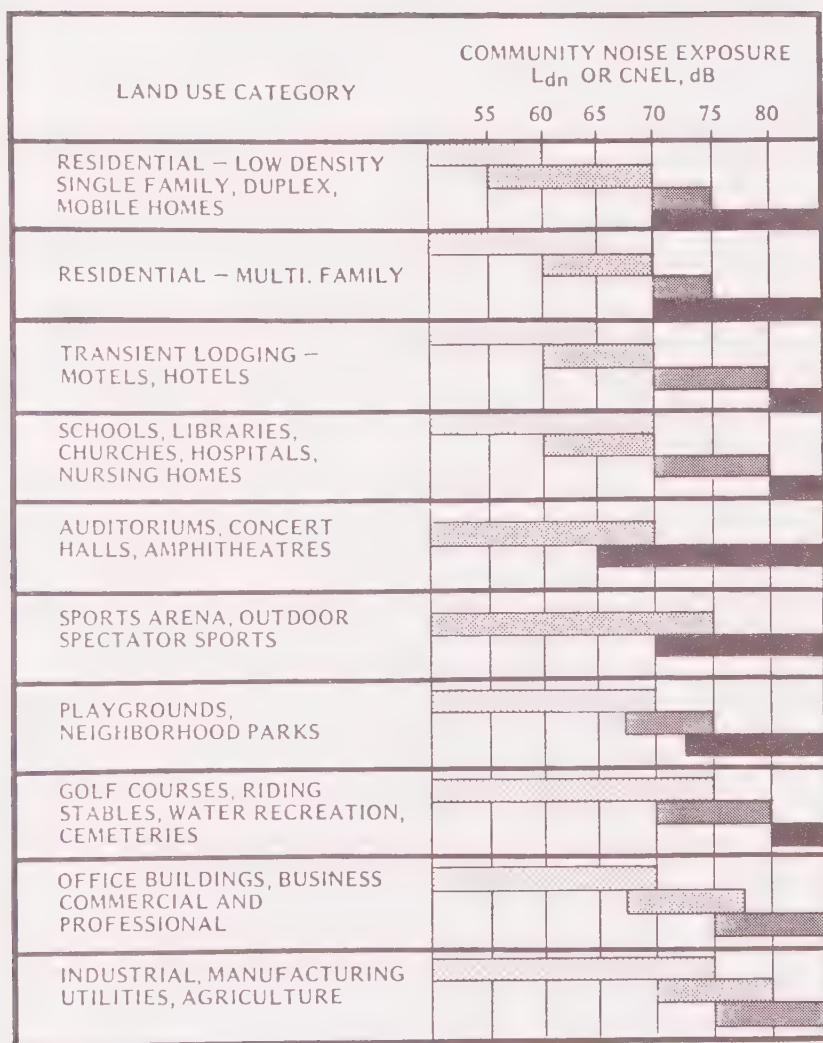
The noise environment in the City of West Hollywood results from a number of sources which provide sound as a characteristic of their activity. The effects of the surrounding sound levels on land uses or humans depends on the spatial and temporal distribution of the noise source. Among the effects of noise on people are annoyance, inconvenience, pain, and serious hearing damage. The degree to which there is annoyance and/or activity interference depends upon the magnitude of the intruding noise level, frequency with which it occurs, and time of day of occurrence. There is a consensus among many of the government agencies responsible for establishing noise standards and criteria that the day-night average sound level is the preferred unit of noise exposure for use in assessing the potential impact of an intruding noise source. The day-night sound level (Ldn) represents an average of the A-weighted noise levels occurring during a complete 24-hour period; however, it includes a weighting applied to those noises occurring during nighttime (10 p.m. to 7 a.m.) hours.

Many sources of noise in the City of West Hollywood are vehicular traffic, construction work, commercial operations, human activities, emergency vehicles, and aircraft overflights. Of these sources, noise generated by vehicular traffic is the most significant within the city.

Noise guidelines have been established by the State of California which specify levels of sound consistent with the protection of the public health and welfare, including the prevention of annoyance or discomfort caused by noise. Figure 9 depicts ranges of noise exposure levels which are considered compatible with the principal categories of land use. Where a land use is denoted as "normally acceptable" for the given Ldn noise environment, the highest noise level in that range should be considered the maximum desirable for conventional construction which does not incorporate any special acoustic treatment., The acceptability of noise environments classified as "conditionally acceptable" or "normally unacceptable" depends on the amount of time which is normally spent outside the structure and the acoustic treatment incorporated in the structure's design. As shown in Figure 9, the highest recommended exterior noise level for commercial uses is 70 dB(A) Ldn. With regard to residential uses, the recommended outdoor noise limits of 60 dB and 65 dB for single-family and multi-family residences, respectively, would permit achievement of the 45 dB interior noise level recommended by Federal and State standards. This level would result from the noise reduction associated with typical residential construction, which ranges from 12 to 18 dB (with windows partially open).

Figure 10 indicates the levels to an Ldn of 60 dB(A) in 1987 in the city based on field monitoring and interpretation of existing traffic volumes.

As can be expected, the highest noise levels occur along the city's heavily traveled commercial streets. The highest noise levels occur on two segments of Santa Monica Boulevard, west of Roberston Boulevard and west of La Brea Avenue and La Cienega Boulevard, between Santa Monica Boulevard and Fountain Avenue. Fountain Avenue, between La Cienega Boulevard and Crescent Heights Boulevard, Doheny Drive, San Vicente Boulevard, Fairfax Avenue, and Crescent Heights Boulevard experience noise levels of 72-73 dB(A) which significantly impact the abutting residential parcels. The principal streets with the lowest noise levels (equal to or less than 71 dB(A) are San Vicente Boulevard between Melrose Avenue and Santa Monica Boulevard and Melrose Avenue east of La Cienega Boulevard.



INTERPRETATION



NORMALLY ACCEPTABLE

Specified land use is satisfactory, based upon the assumption that any buildings involved are of normal conventional construction, without any special noise insulation requirements.



CONDITIONALLY ACCEPTABLE

New construction or development should be undertaken only after a detailed analysis of the noise reduction requirements is made and needed noise insulation features included in the design. Conventional construction, but with closed windows and fresh air supply systems or air conditioning will normally suffice.



NORMALLY UNACCEPTABLE

New construction or development should generally be discouraged. If new construction or development does proceed, a detailed analysis of the noise reduction requirements must be made and needed noise insulation features included in the design.



CLEARLY UNACCEPTABLE

New construction or development should generally not be undertaken.

(Source: Office of Noise Control, California Department of Health)

Figure
9

LAND USE COMPATIBILITY FOR COMMUNITY NOISE ENVIRONMENTS

EXISTING PEAK HOUR NOISE LEVELS



A number of city areas and uses are located adjacent to major arterials and exposed to levels exceeding those considered acceptable. These include West Hollywood Hospital, West Hollywood Elementary School, religious facilities, residential, and housing for the elderly. These are generally experiencing noise levels of 72-73 dB(A) adjacent to major arterials, but these levels decline from the street frontage and the degree of impact depends on the extent of building setback. Common insulation standards, which generally reduce noise levels from 15-20 dB(A), would bring noise exposure levels of these units into the acceptable levels as identified by the State Office of Noise Control.

It should be noted that while the p.m. peak hour incurs the most widespread noise impacts, late evening traffic on the city's streets is extraordinarily high, particularly on weekends, and the resultant noise levels approach those of the peak hour. The limited data which is available indicates that traffic volumes on Sunset Boulevard, Santa Monica Boulevard, La Cienega Boulevard, and their cross-streets are as high and in some locations, higher than peak hour. The entertainment, night clubs, restaurants, and bars are primarily responsible for these volumes. The resultant noise significantly impacts the normal nighttime activities and sleep of adjacent residents.

The future noise environment of the city has been forecast based on computation of noise levels attributable to traffic increases resulting from new land use development accommodated by the plan's land use policy. Figure 11 depicts these levels of noise. As before, these contours do not account for the baffling and muting effects of building masses and height along the street frontages. Essentially, these will impact areas currently exposed to excessive noise along the city's principal commercial streets and residential arterials (San Vicente Boulevard, Fountain Avenue, Crescent Heights Boulevard, Fairfax Avenue, Fountain Avenue and Doheny Drive).

The City contains a number of uses located at individual sites which generate noise impacting adjacent resident uses. These, referred to as "point sources," include high-activity and high-turn-over commercial uses and the cement plant on La Brea Avenue. Nightclubs, restaurants, and bars are the most frequent noise-generators of the former. Generally, this results from customers arriving, departing and/or loitering outside the building. In a number of cases, the music of rock bands and other performers have been discernible outside of the building in adjacent residential areas. Due to community concerns regarding their impacts, the City has mandated that on-site music not be audible outside of buildings used for entertainment and activities of customers outside of and adjacent to the use be monitored and controlled, as feasible, by these businesses.

Automobiles using open parking lots and unenclosed parking structures, also generate noise impacting adjacent residents. The sounds of squeeling tires, starting of automobile engines, doors opening and closing, horns, and conversation and shouts of the drivers and passengers often disturb the adjacent residents at night.

The cement plant and other small commercial-manufacturing businesses in the city operate during the day and, as a consequence, do not impact adjacent residences or other sensitive uses with noise in the evening.

Other sources of noise in the city include construction projects, early morning truck deliveries to commercial uses, and use of leaf blowers.

Significant noise issues in the City of West Hollywood include the following:

1. Many residential neighborhoods are located adjacent to heavily traveled arterials, some of which are exposed to "unacceptable" ambient noise levels as defined by the Office of Noise Control. Areas most significantly impacted include Fountain Avenue, San Vicente Boulevard, Fairfax Avenue, Crescent Heights Boulevard, and Doheny Drive.

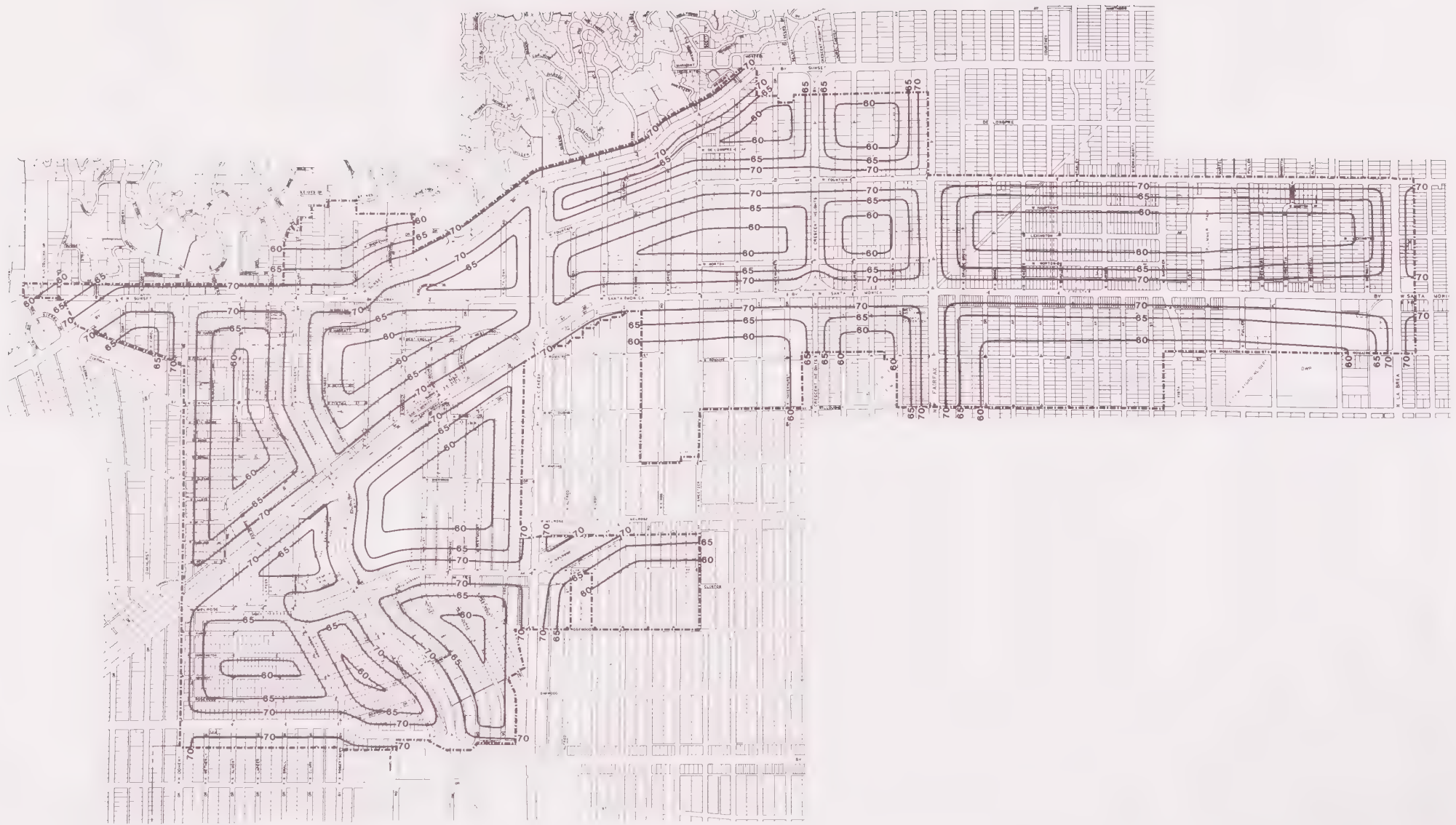


Figure
11

FUTURE NOISE LEVELS



2. Commercial and residential uses are located in close proximity to one another, creating potential noise conflicts between these uses.
3. Traffic congestion is excessive during the evening hours in and around areas containing concentrations of entertainment uses. The associated parking and noise spill-over causes major disturbances to residential areas.
4. Noise generated by customers of night clubs, restaurants, bars, and other similar uses during evening hours often severely impact adjacent residences.
5. The nighttime use of open parking lots and unenclosed garages often cause noise impacts on adjacent residences.
6. Short-term construction projects can cause noise impacts on adjacent residences.
7. Increases in traffic volumes will increase noise levels throughout the city.
8. The introduction of mixed use zones which integrate residences above ground floor commercial uses presents potential noise conflicts from both traffic noise generated from the frontage street and noise generated from ground floor commercial activity.

GOALS, OBJECTIVES, AND POLICIES

The following presents the goals, objectives, and policies for noise in the City of West Hollywood. Implementing programs are contained in the following sub-section. At the end of each policy is listed a capital "I" and number in parentheses which refers to the pertinent implementation program.

Goal

17A - Prevent and mitigate the adverse impacts of noise on the City's residents.

Objective

17.1 - Minimize the impact of traffic-generated noise on residential and other noise sensitive land uses.

Policies

17.1.1 - Require development in areas where the ambient noise level exceeds 65 dB(A) to incorporate special treatment measures into project design to reduce interior noise levels. In addition to measures called out in the Uniform Building Code and State Noise Insulation Standards (California Administrative Code, Title 24), the following standards should be required of new development in these areas:

- a. use sufficient glazing for all sliding glass doors and all windows;
- b. use insulation between walls and other appropriate measures to adequately reduce noise to acceptable levels (I17.1 and I17.5).

17.1.2 - Encourage noise sensitive uses, including schools, libraries, hospitals, religious facilities and residential uses, to incorporate walls and other sound barriers where feasible to do so (I17.1 and I17.6).

17.1.3 - Discourage through traffic in residential neighborhoods by the use of cul-de-sacs and one-way streets (I17.19).

17.1.4 - Require that new development minimize the noise impacts of trips it generates on residential neighborhoods by controlling the location of driveways and parking (I17.8).

17.1.5 - Actively enforce existing sections of the California Vehicle Code related to mufflers and modified exhaust systems (I17.13).

17.1.6 - Require new equipment and vehicles purchased by the City of West Hollywood to comply with noise performance standards consistent with the best available noise reduction technology (I17.14).

17.1.7 - Encourage employers to participate in van-pools and other demand management programs to reduce traffic and noise impacts in the city (I17.5).

17.1.8 - Work with local agencies to provide public transit services which reduce traffic and noise (I17.20).

17.1.9 - Work with public transit agencies to ensure that the equipment they use does not generate excessive noise levels (I17.20).

Objective

17.2 - Minimize noise spillover from commercial uses into adjacent residential neighborhoods.

Policies

17.2.1 - Adopt and enforce a standard for exterior noise levels for all commercial uses which prevents adverse levels of discernible noise on adjacent residential properties (I17.1, I17.3, I17.4, I17.7, and I17.8).

17.2.2 - Require a minimum of fifteen (15) feet be landscaped as a buffer between a commercial or mixed use structure and the adjoining residential parcel and in accordance with the requirements of Policies 1.39.1 and 1.39.2 (I17.1).

17.2.3 - Require that automobile and truck access to commercial properties located adjacent to residential parcels be located at the maximum practical distance from the residential parcel (I17.3).

17.2.4 - Require that all parking for commercial uses adjacent to residential areas be enclosed within a structure or on surface lots whose hours of operation shall be limited (I17.3 and I17.6).

17.2.5 - Require that parking lot and structures be designed to minimize noise impacts on-site and adjacent uses; including the use of materials which mitigate sound transmission and configuration of interior spaces to minimize sound amplification and transmission (I17.3).

17.2.6 - Require that noise from entertainment uses not be discernible from ambient noise at a distance of fifty (50) feet from the establishment in which it is being conducted or within ten (10) feet of a residence, whichever is more restrictive (I17.1 and I17.6).

17.2.7 - Provide for increased police enforcement to minimize noise-related disturbances in residential neighborhoods adjacent to concentrations of entertainment uses and require that such uses monitor the activities of patrons who are waiting in line or loitering outside of the establishment (I17.11).

17.2.8 - Require that entertainment uses, restaurants and bars control the activities of their patrons on-site and within reasonable and legally-justifiable proximity to minimize noise impacts on adjacent residences (I17.10).

17.2.9 - Discourage the development of new nightclubs, discotheques, and other high noise-generating uses adjacent to residential areas, unless it can be demonstrated that adequate measures can be employed to mitigate impacts of on-site operations and off-site customer access (I17.2).

17.2.10 - Prohibit the development of new nightclubs, discotheques, and other high noise-generating uses adjacent to senior citizen housing, schools, health care facilities, and other noise-sensitive uses (I17.2).

17.2.11 - Prohibit the use of the leaf blowers, motorized lawn mowers, parking lot sweepers, or other high-noise equipment on commercial properties between 8 p.m. and 8 a.m. if their activity will result in noise which adversely affects adjacent residential parcels (I17.3).

17.2.12 - Require that truck deliveries to commercial properties abutting residential uses be limited to 8 a.m. to 8 p.m. unless there is no feasible alternative or there are overriding transportation benefits by scheduling deliveries at another hour (I17.4).

17.2.13 - Encourage commercial uses which abut residential properties to employ techniques to mitigate noise impacts from truck deliveries, such as the use of a sound wall or enclosure of delivery area (I17.9).

17.2.14 - Require the posting of signs in all commercial uses which request that all employees and customers minimize the noise they generate on their departure between 8 p.m. and 7 a.m. (I17.1).

Objective

17.3 - Minimize the noise impacts of commercial-related parking overflow in residential areas.

17.4 - Minimize the noise impacts associated with the development of residential units above ground floor commercial uses in designated "Mixed-Use" areas.

17.5 - Minimize the impacts of construction noise on adjacent uses.

Policies

17.3.1 - Continue the existing and initiate, where appropriate, a residential permit parking system in residential areas containing large amounts of commercial-related parking spillover (I17.15).

17.3.2 - Require businesses which generate substantial parking overflow into residential areas to participate in the development of municipal parking structures (I17.16).

17.4.1 - Require that commercial uses developed as part of a mixed-use project (with residential) not be noise intensive (I17.1).

17.4.2 - Design mixed-use structures to prevent transfer of noise from the commercial to the residential use (I17.1 and I17.6).

17.4.3 - Require common walls and floors between commercial and residential uses be constructed to minimize the transmission of noise and vibration (I17.1).

17.5.1 - Require that construction activities which may impact adjacent residential units be limited to 8 a.m. to 7 p.m. during weekdays, except under special circumstances approved by the City; limited to interior construction between 8 a.m. and 7 p.m. on Saturdays; and prohibited on Sundays (I17.4).

Objective

17.6 - Ensure that base line information regarding the noise environment of the City is maintained.

17.7 - Minimize the noise impacts of helicopter overflights on West Hollywood residents.

17.8 - Minimize noise spillover of transit and other uses on public properties into adjacent residential neighborhoods.

17.5.2 - Require that construction activities incorporate feasible and practical techniques which minimize the noise impacts on adjacent uses (I17.4 and I17.17).

Policies

17.6.1 - Monitor and update data regarding the City's current and projected noise levels (I17.26).

17.6.2 - Employ state-of-the-art advances in noise impact mitigation as they become available (I17.28).

17.7.1 - Discourage the overflight of police and emergency helicopters in residential areas of the City (I17.21).

17.7.2 - Allow the development of heliports or helipads only when it can be demonstrated that noise impacts on adjacent residential uses can be adequately mitigated (I17.9).

17.7.3 - Require that helicopters which utilize City of West Hollywood airspace fly in compliance with Federal Air Regulations (FAR) Part 91 rules, maintain noise alleviating altitudes until landing, and utilize noise abatement procedures, except when these rules must be disregarded for safety and emergency reasons (I17.22).

17.7.4 - Establish the City's commercial streets as the principal helicopter flight corridors and require use of these, except as may be required for safety and emergency reasons (I17.23).

17.7.5 - Require that helicopter takeoff and landing patterns be limited to commercial areas (I17.23).

17.7.6 - Discourage helicopter-training flights over the City between 11:00 p.m. and 7:00 a.m. (I17.22).

17.8.1 - Require the Southern California Transit District to control and buffer, as necessary, its operations at its maintenance yards to minimize noise impacts on adjacent residential neighborhoods (I17.24).

Objective

17.9 - Ensure that buildings are constructed soundly to prevent adverse noise transmission between differing uses located in the same structure and individual residences in multi-family buildings.

17.8.2 - Encourage public agencies and institutions located in the City to incorporate appropriate measures to contain noise generated by their activities on-site (I17.25).

Policies

17.9.1 - Establish design criteria for commercial buildings which prevents transmission of significant and unacceptable noise between individual tenants and businesses (I17.1).

17.9.2 - Establish design criteria for multi-family buildings which prevents transmission of significant and unacceptable noise between individual residential units (I17.1).

IMPLEMENTATION PROGRAMS

The following lists the programs to implement noise policies contained in the preceding subsection of the Plan. The capital "I" and number preceding each program are referenced by the policies which it implements.

Ordinances and Standards

I17.1 - Incorporate into the Zoning Ordinance and Building Code standards and requirements which protect the inhabitants from impacts of exterior noise, prevent the transference of interior noise to the outside, prevent transference of noise between residential units and individual businesses in multi-tenant buildings, and prevent transference of noise between commercial and residential uses in mixed-use structures. These should meet the minimum standards defined by the State Office of Noise Control, Standards for insulation, windows, building materials, and design of common walls and floors shall be included.

I17.2 - Incorporate in the Zoning Ordinance standards for the siting of nightclubs, discotheques, and other similar uses, which generate high noise levels due to their on-site operation and customer access which:

- a. restrict their development adjacent to residential areas, unless measures are implemented which sufficiently protect the residences from noise from on-site activities and customer access, as determined by the Planning Commission
- b. prohibit their development adjacent to senior housing, health care facilities, schools, and other similar noise sensitive uses

I17.3 - Include in the Zoning Ordinance and Building Code standards and requirements for parking structures and lots to prevent noise impacts on-site and on adjacent noise-sensitive uses. These shall include the use of buffers containing landscape and sound walls, enclosure of the facade of parking structures facing a residence, limitation of the hours of operation of surface parking lots, use of sound absorbing materials, and configuration of parking areas to minimize sound amplification and transmission.

I17.4 - Include in the City's codes, restriction on the hours of operation of construction equipment, site maintenance equipment (leaf blowers, powered mowers, etc.), trash collection, street sweeping, and truck deliveries. When residential areas are affected, these should be limited to the hours of 8 a.m. to 8 p.m., during weekdays and prohibited on weekends, except:

- a. under special circumstances (e.g., concrete pouring) approved by the Director of Community Development
- b. interior construction which may occur on Saturdays between 8 a.m. and 7 p.m.
- c. the truck delivery of perishable, health, emergency, or other merchandise which must be delivered during these hours and for which noise-abating techniques acceptable to the Director of Community Development are implemented, and
- d. when local transportation conditions and objectives warrant delivery at another hour, as determined by the City.

I17.5 - Incorporate in the Zoning Ordinance a standard for the percentage of employees in major commercial projects to use van-pools and other transportation systems management programs.

Development Permit Review

I17.6 - Require a noise impact evaluation for all projects as part of the design review process to determine if unacceptable noise levels will be created or experienced. Should noise abatement be necessary, require submission of a technical report containing a detailed evaluation of existing and/or projected noise problems and suggested measures to mitigate impacts to acceptable levels.

I17.7 - Utilize maximum anticipated, or "worse case" noise conditions as the basis for land use decisions and design controls as a means of preventing future incompatibilities.

I17.8 - Conduct traffic studies as a part of the development review procedure to evaluate the impacts of traffic and noise through residential neighborhoods. Require mitigation if ambient noise levels are adversely affected.

I17.9 - Evaluate the noise impacts of truck deliveries on adjacent residential properties as a part of the development review procedure for all commercial and manufacturing uses. Where significant impacts are identified, require the inclusion of noise mitigation techniques such as the use of a sound wall or enclosure of delivery areas.

Business License Review

I17.10 - Require that nightclubs, restaurants, bars, and other entertainment and visitor-serving uses which are adjacent to residential areas and characterized by high levels of nighttime patronage monitor and control noise

levels of those waiting for admission or loitering on sidewalks and parking areas which abut or are in reasonable proximity to their business as a condition of their business license renewal. The City shall monitor the effectiveness of this requirement and impose additional conditions if adverse noise impacts are experienced or revoke the license.

Enforcement

I17.11 - Coordinate with the Sheriff's Department the provision of adequate police enforcement in residential neighborhoods to minimize noise-related disturbances from entertainment, restaurants, retail, and other uses.

I17.12 - The City shall use its Code Enforcement officer and staff to respond to complaints regarding business-generated noise. In case of violations, the City shall require compliance with all applicable codes and regulations.

I17.13 - The Sheriff's Department shall enforce the California Vehicle Code standards for vehicular noise, mufflers, and modified exhaust systems.

Equipment, Improvements, and Studies **I17.14** - Establish maximum noise level specifications for City equipment purchases. Where specific noise levels cannot be set, specifications should require that vendors state maximum noise levels expected to be produced by their equipment and/or operations.

I17.15 - Conduct studies to identify neighborhoods with significant amounts of parking spillover from adjacent commercial uses and assess the feasibility and acceptability of imposing a residential permit parking system in these neighborhoods to reduce traffic and noise. When requested by a majority of the residents, the permit system shall be implemented.

I17.16 - Pursue the development of municipal parking structures in commercial districts to reduce parking overflow into adjacent neighborhoods and associated noise impacts. Funds shall be allocated for their construction from capital improvement budgets, developer fees and exactions, parking assessment districts, municipal bonding, and other available methods.

I17.17 - Include in the City's codes, requirements for the use of construction machinery and techniques which, while practically feasible and appropriate for its intended applications, generates the least noise on adjacent uses.

I17.18 - Adopt as the noise standard for helicopter flights in the City the Federal Air Regulation Part 91 rules.

I17.19 - Conduct a study to determine the appropriate location of cul-de-sacs and/or one-way streets to reduce vehicular trips through and associated noise in residential neighborhoods. Budget shall be allocated for their construction or reconfigurations, provided that they are supported by the adjacent community.

Intergovernmental Coordination

I17.20 - Support the efforts of the California Department of Transportation and local transportation agencies in developing noise mitigation programs.

I17.21 - Coordinate with the Los Angeles County Sheriff's Department, County Fire Department, City of Los Angeles Police Department, City of Los Angeles Fire Department, Cedars-Sinai Medical Center and any agency providing emergency helicopter service in the West Hollywood airspace the routing of helicopter flights to ensure that they do not adversely affect residential areas of the city.

I17.22 - Consult with the Los Angeles County Sheriff's Departments, County Fire Department, City of Los Angeles Police Department, and City of Los Angeles Fire Department, and other agencies operating helicopters in the City's airspace to discourage familiarization flights between 11:00 p.m. and 7:00 a.m.

I17.23 - Work with the federal government to incorporate principal helicopter routes on the VFR (Visual Flight Rules) Aeronautical Chart for Los Angeles and Vicinity which are aligned with the City's commercial corridors, such as Santa Monica Boulevard, Sunset Boulevard, Beverly Boulevard, La Cienega Boulevard, and La Brea Avenue.

I17.24 - Work with the Southern California Rapid Transit District to reduce noise impacts generated by on-site operations at its maintenance yard. Mitigation measures which should be considered include the enclosure of areas used in the nighttime for vehicle repair, engine testing, cleaning, or other high noise activity with walls or structures; re-siting of these operations to areas of the facility where noise will not impact adjacent residences; restrictions on the use of loud speakers; maintaining on-site patrols to enforce noise regulations; and/or re-siting of the bus entrance.

I17.25 - Work with public agencies and institutions who maintain facilities in the City to ensure that noise

generated by their activities are limited to their site. Appropriate mitigation measures such as physical enclosure and time restrictions of the operations, shall be implemented.

Administrative: Noise Monitoring

I17.26 - Establish a periodic monitoring program to measure changes in ambient noise levels. Should projected noise contours be modified, appropriate land use and design controls shall be applied to newly-impacted areas.

I17.27 - Require that proposed heliports or helipads located on the top of buildings demonstrate that they do not result in noise levels of 765 dB(A) or greater in residential areas of the City and conduct periodic reviews for compliance with this standard. Failure to meet this standard should be a basis for revocation of the helipad/heliport permit.

I17.28 - Update noise standards and criteria at least every five years to reflect new techniques to control and integrate noise control.



Northeast from Santa Monica & Kings Rd. - Hollywood; 1936

U.C. BERKELEY LIBRARIES



C124908832

